3 marketing tips to grow your practice

BY SANDIE EGGERS, SR. MARKETER, PRACTICAL LAW
FEBRUARY 1, 2018

Marketing your practice is essential if you want it to thrive. But marketing is a challenging discipline, because there is no “magic bullet”. Marketing takes time, focus, consistency and often a good bit of experimenting before you know what works for you.

Although there is no “one size fits all” when it comes to marketing, here are three tips that many legal practitioners have found to be effective.

Niche your practice
There is an old marketing adage that says “The riches are in the niches”. What that means is, if you want your practice to thrive, you specialize even deeper than just your practice area. You niche.

Some examples of niching include a/n:
- Commercial real estate attorney niching in high-end shopping malls
- Business lawyer niching in tech startups
- Immigration attorney niching in a particular geographic region or even country

One caveat: The niche you pick must not just be narrow, but it must be deep as well. It must have a reasonable chance to provide a steady stream of clients, either because it’s an underserved population, a growing market or both. Before you declare a niche, be very thorough in your research.

Showcase your expertise through offering seminars
Presenting seminars (whether free or paid) can do a lot for your legal business. They can:
- Expose you to people whom you wouldn’t reach otherwise
- Give you a source of warm prospects you can contact directly afterward
- Supply leads that you can nurture over time
- Provide valuable information to people who are seeking it, helping position you in their minds as an authority

There are many ways to arrange such seminars, including developing them on your own and presenting them in a hotel meeting room, as a webinar or a Facebook live event. Or you could contact local community groups who schedule guest speakers and arrange to be added to their agendas.
Be active in the community, but do so strategically
Some ways to be active in the community are to join a:

- Nonprofit board
- Club around an activity you enjoy
- Service club (Kiwanis, Optimists, etc.)
- Business networking group
- Local house of worship, if so inclined

When you do decide to join an organization, be clear in your mind why you’re doing so. For example, you may join a club around an activity you enjoy (drama, music, fishing, skiing) primarily for the recreation and secondarily for the referrals that may arise from your membership. Or you may choose to join a business networking group primarily for the professional networking and secondarily for personal friendships that may form. Either scenario is fine; just be clear in your own mind so that you are not setting yourself up with misaligned expectations. This is one way you can be strategic about joining.

Although you don’t know everyone whom others may know and, consequently, can find referrals even in groups or organizations not directly related to law or business, there are still some limits you must consider, including the actual time you have available to devote to these activities and the reasonable likelihood that someone in your group or someone they know will need your services. For example, if you’re an immigration attorney niched in a particular country, many local community groups are probably not likely sources of referrals for you.

Where to start?
Consider starting with Practical Law. Practical Law supports 13 practice areas and provides the latest information on legal issues, giving you a place to start as you ponder where to focus your practice. When you customize one of the many PowerPoint® templates available to you on Practical Law, your presentation will be polished and engaging. With the wealth of information that Practical Law provides, it just may help you answer your fellow board member’s legal question.

To explore how Practical Law can help you develop your business, request your free trial today.