

10 Marketing Mistakes ATTORNEYS MAKE

Being an attorney is tough, and running a law firm can be even tougher. When faced with life's everyday challenges in the world of legal business, it's important to make sure you aren't making these critical mistakes:



1 NOT HAVING A PLAN

Without a clear marketing plan your marketing efforts will never be proactive. A sound marketing plan helps you stay focused on your firm's direction and allows you to maximize your business potential.



2 BEING UNCLEAR ABOUT YOUR TARGET MARKET

Knowing your target market makes all the difference when promoting your business. By looking at demographics, psychographics, and socio-economic status, you can find where your target market is and better understand what it is that they are looking for.

3 BEING BAD AT RELATIONSHIPS

Break free from the serious lawyer stereotype and develop real relationships with your clients. Being personal with your clients allows for better communication and a better client experience, leading to more referrals.

4 NOT FOLLOWING UP WITH CLIENTS

Many people think that revenue comes from selling products or services, but often following up with your clients is where the money is. By following up with your clients after providing your services, you are maintaining a relationship with them and strong client relationships secure more business. These relationships often lead to more business and referrals.

5 SPEAKING LEGALESE

You may be well versed in complicated legal language, but your clients are probably not. Speaking in terms that your clients don't clearly understand is one way to distance yourself from them, so make sure that when you are communicating with your clients you are being aware of what you are saying and how you are saying it.



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THINKING THEY ARE REMOVED FROM THE ONLINE WORLD

Lawyers often think that their online presence either isn't important or is nonexistent, but the truth of the matter is that you and your firm are online! Your clients are looking for you online even if you don't have a website. If you don't have a website, they will be looking for you on review sites. Take charge of your online real estate and make sure that the information being said about you is accurate.

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BELIEVING THAT COMMON MARKETING METHODS DON'T WORK

A law firm is a business just like any other, and like those other businesses, law firms benefit from marketing methods such as search engine optimization, social networking, and relationship building. Implementing these tactics can help you get clients and build your firm's visibility.



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RELYING ON OTHERS FOR REFERRALS

While word of mouth is everyone's favorite marketing strategy, it's not enough. And while it's great to have clients refer you to their friends and family, you shouldn't rely on them for all of your referrals. Your clients may be misinformed, they may not know all of the services you offer, and they may not be able to tell others what sets you apart. You should focus your marketing efforts on educating the public about you and your firm.



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PRODUCING ROBOTIC CONTENT

People respond best to content that they can relate to. Now, this isn't to say that you shouldn't post factual or educational content, but it's important to be human too. Share something about yourself or what you're doing. Your current and potential clients will connect with you on a more personal level and it helps you build trust with them.

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NOT MAKING MARKETING A PRIORITY

As a lawyer, you are in the business of marketing just as much as you are in the business of law. The primary objective of your firm should be to market its services to potential clients, and then to make sure that you are delivering those services to your clients; after all, if you don't have clients, you don't have anyone to render your services to. And you have a vital role in that marketing.



As you continue building and bettering your practice, keep in mind these ten common mistakes that attorneys often make. Don't fall into a slump by forgoing proven strategies and ignoring the benefits of online marketing!

For a complimentary consultation, call us at **(801) 783-3500**

