



Law Practice Management Section Presents:

Getting the Most Bang from Your Marketing Dollar

What Small and Medium-Sized Law Firms Need to Know

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Secrets of Effective Marketing for Small Firms

- Know your target audience
- Exploit your niche
- Invest in your most promising business relationships
 - When it comes to referrals, do unto others
 - Existing clients are your best bet for new work
- Invest your time and best thinking on the future of your practice
 - Have a short term plan for bringing in new work
 - Have a long term plan for raising attorney/firm profiles in key practice areas
- Develop an annual marketing budget and spend strategically to achieve your marketing goals

“The Top Nine” Marketing Investments for Small Firms

- Create and maintain an effective website
- Develop a compelling firm resume, including up-to-date lists of cases/deals
- Establish a clean, professional, consistent firm identity on business cards, letterhead, website, etc.
- Establish a high profile in one or two key professional or trade groups
- Engage in targeted media outreach and public relations
- Encourage speaking and writing by firm attorneys
- Learn about your clients’ business, keep current on client news, ask your clients regularly about how you’re doing
- Network with key clients and referral sources
- Spend quality partner time on business development and marketing planning