



The Role of Advertising in Legal Marketing

ALM Webinar

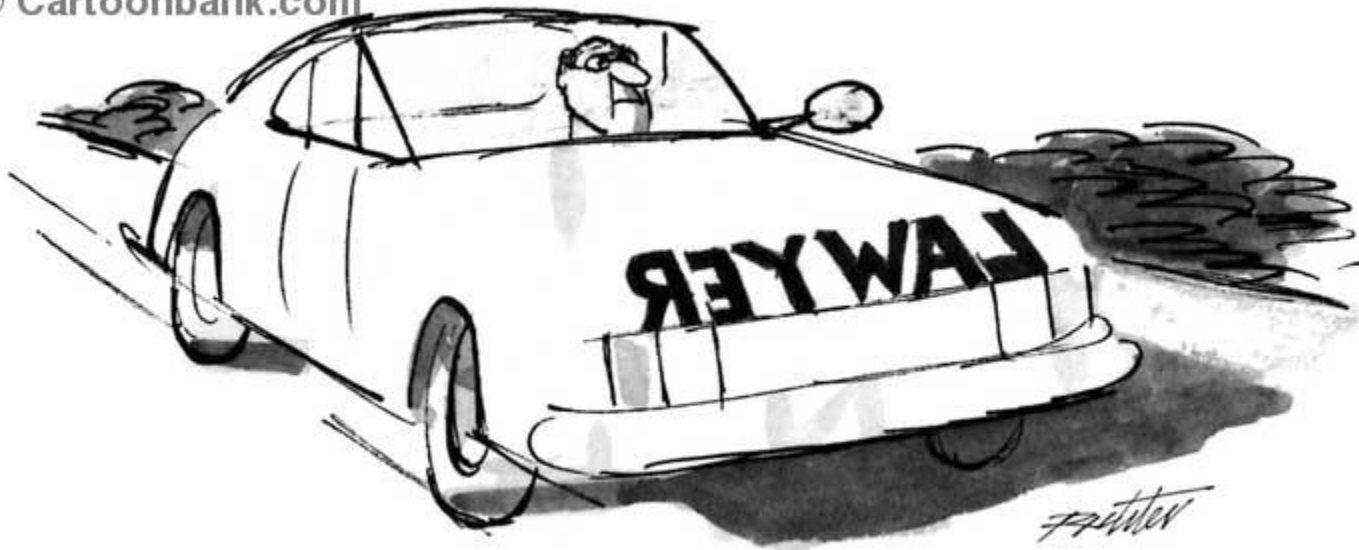
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Presentation Overview

- Why Should Law Firms Advertising?
- Necessary Conditions for Successful Law Firm Advertising
- Role of Advertising in the Marketing Mix
- Characteristics of Successful Advertising
- Media Planning Steps
- Keys to Effective and Efficient Media Plans

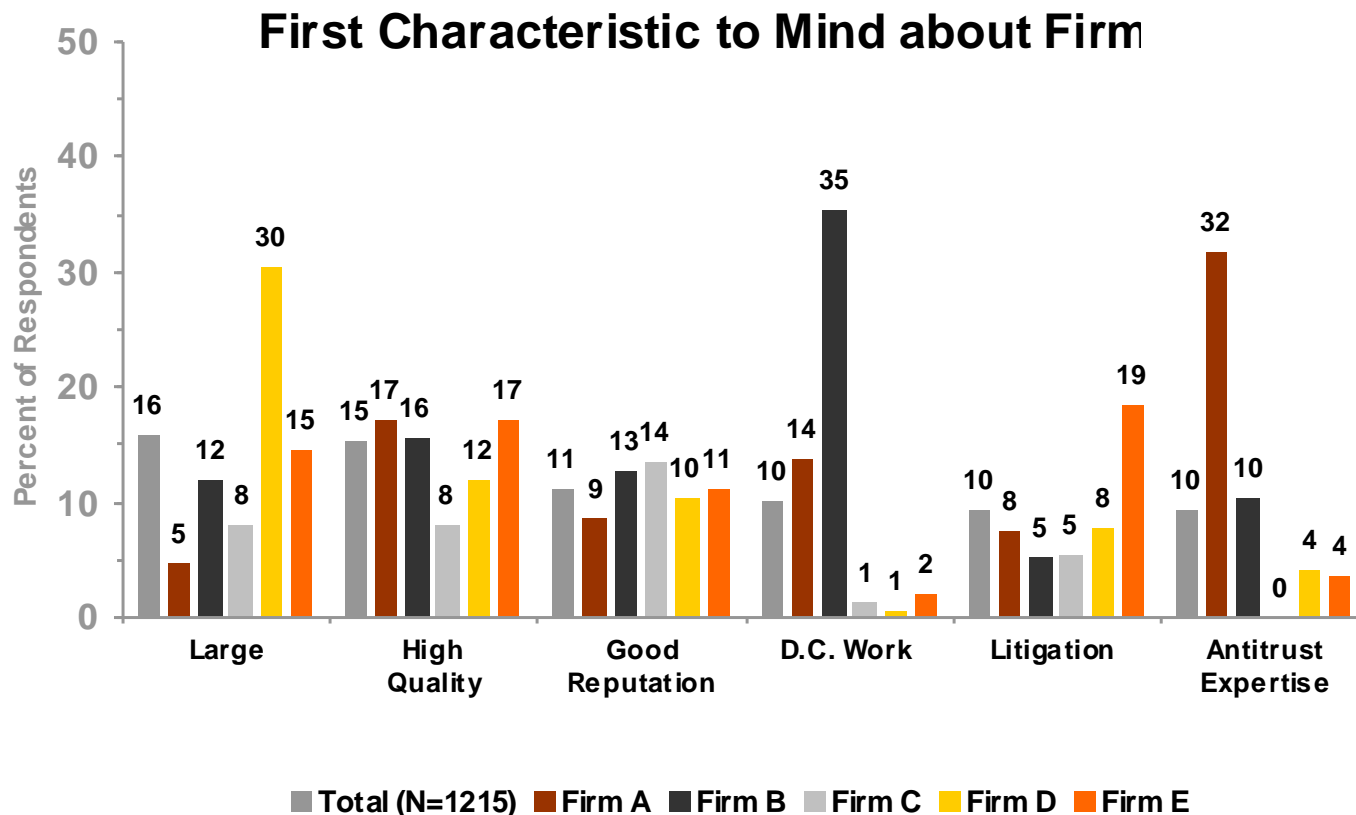
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Why should law firms advertise

- Law firms should advertise when there is an underlying business need:
 - **Increase awareness** of the firm's capabilities among a clearly defined target
 - **Change perceptions** about the firm
 - **Reeducate** the market about the firm
- Many firms do not advertise because they hold a well-understood position in the market place and have significant and growing market share among their target market

Buyers Have Limited Perceptions about Law Firms



Necessary Conditions for Successful Law Firm Advertising

Having a business need to advertise isn't enough. The firm must:

- Form a consensus around **advertising objectives**
- Articulate a **clear positioning** to communicate through advertising—consistent with the firm positioning
- Clearly **define the target** for advertising
- **Delegate** the process to the CMO and a small group of decision makers
- Be willing to make a **significant** investment in advertising: “Go Big or Go Home”
- Not allow the advertising efforts to be hijacked by parochial interests
- Commit to advertising for the **long-term**; successful advertising requires a significant presence over years not months

Otherwise, the firm's money is better spent on other branding activities like PR, Events and Client Communications

Role of Advertising in the Marketing Mix

Advertising is one of many tools for brand building. The role of brand building is to:

- Create perception of firm as “safe choice”
- Increase awareness of firm’s core capabilities
- Help the firm to expand geographically
- Differentiate vs. competition
- Attract laterals
- Ensure consistent communication to the market place

Role of Advertising in the Marketing Mix (cont.)

How branding and positioning work in the professional services environment:

- Your market position is your promise of value—why a client would choose you over another law firm.
- Your brand is the result of consistently reinforcing your market position through all firm communications and client interactions.
- Top-of-mind, unaided name recognition is the level of brand positioning to which every firm should aspire.

Role of Advertising in the Marketing Mix (cont.)

Advertising's role vs. other brand building activities like PR, Web site, Events, Client Communications:

- A well-funded advertising campaign can reach a broad audience more quickly than other vehicles
- Advertising can be controlled to a greater extent than other vehicles—you decide what the message will be and where it will appear
- Advertising is versatile—vehicles include a wide-range of print publications, out-of-home venues, and electronic platforms
- Advertising can be used to create awareness, to build or change perceptions or to elicit a response

Role of Advertising in the Marketing Mix (cont.)



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"I used to be in advertising. Remember 'Buy this, you morons'? That was mine."

Characteristics of Successful Advertising

Advertising that will help build a brand must:

- Have enough spending behind it to have an impact; the budget should be based on advertising objectives not by funds available
- Break through clutter by grabbing the attention of the viewer
- Communicate brand and one or two key messages at a glance
- Draw the reader in to read the copy
- Have body copy that reinforces the messages in the headline and visuals
- Include messages that are relevant and believable to the target

Characteristics of Successful Advertising (continued)

To ensure that your advertising will be successful:

- Conduct internal and external research before developing the positioning; this will help ensure that advertising is believable and relevant
- Understand the competitions' positions, creative and media plan
- Partner with an advertising agency in strategy development first; then develop an integrated creative and media approach grounded in strategy
- Research your campaign concepts along with competitive campaigns among the target market before going to market
- Ensure that campaign executions work effectively in various media

Media Planning Steps

1. The media planner must get to know the business including
 - The firm's positioning and capabilities
 - The target market by understanding the firm's best clients and prospects as well as recruits from a demographic, psychographic, and motivational perspective
 - The media—where the target gets its information
 - The competition—who else do our clients and prospects turn to for similar legal services

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"You don't get it, Daddy, because they're not targeting you."

Media Planning Steps (continued)

2. The Media planners define the media objectives: what you are trying to achieve, among whom and when
3. Develop the appropriate budget to achieve the objectives
4. Identify media outlets that can achieve the media objective by reaching the target in an appropriate environment
 - Broad reach business publications including dailies, weeklies and monthlies
 - Narrow reach business publications including legal pubs and vertical trade publications
 - Online business and vertical sites
 - Out-of-home including airports and other vehicles

Media Planning Steps (continued)

5. Prioritize media vehicles based on circulation, coverage of target market, editorial environment and potential for added value
6. Prepare RFP and invite proposals from media organizations
7. Review proposals and evaluate based on:
 - Quality of proposal—is it responsive to the RFP; is it thoughtful, strategic and creative; do they really want your business?
 - Exclusivity—does the vehicle reach your target in an exclusive or superior manner vs. competition
 - Price—are they giving reasonable rate concessions given volume of advertising?
 - Value-added including premium positioning, participation in events that reach your target, availability of mailing lists, etc.
 - Availability of information—do they research their audience and provide feedback on advertising through Starch, Baxter, etc.

Media Planning Steps (continued)

8. Rank media outlets again with price and added value in the mix

- Narrow list of vehicles
- Conduct final negotiations
- Award business
- Monitor implementation

Keys to Effective and Efficient Media Plans

1. Hire a media planner that is the right size for you—make sure your fees will be important relative to other billings
2. Hire a planner that has in-depth experience with a wide-range of B2B media vehicles
3. Try to achieve category exclusivity with the planner—you won't get the most creative media plans from an agency who is also representing your competition
4. Avoid paying your planner on a commission basis—commissions work against your best interests—most planners will work on a fee basis

Keys to Effective and Efficient Media Plans (continued)

5. Hire a savvy negotiator to ensure you get the best possible placement and value-added opportunities for the lowest possible rates; your dollars will go much further
6. Bring your media firm in at the earliest stages of campaign planning
7. Spend time educating the planner about your firm; provide any background information you have including market research, competitive information, and billings by client, office, and practice area

Keys to Effective and Efficient Media Plans (continued)

8. Don't rush the plan; give the planner time to go through all the steps
9. Pay your media bills on time; media companies are more likely to provide extras to clients who pay
10. Make sure you and your planner develop open and honest relationships with media representatives
11. Monitor or have your planner monitor plan implementation closely; poor placement, sloppy color reproduction, inaccurate billing and lack of delivery happen—ask for make goods

- Thank you!

- Questions