

From the Great Jakes Blog

## Money can't buy you love (or effective legal marketing)



By Dion Algeri, Founder  
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A reader of our last blog post (entitled, Is SEO snake oil?) wrote a comment that really resonated with me:

“All too often attorneys want to believe that there’s an easy answer: something they can throw money at that will automatically bring new business in the door...” wrote Fina Wert, Director of Marketing at McNees Wallace & Nurick.

Exactly. That’s the underlying tension in legal marketing. Everyone wants it to be faster and easier than it is.

Fina’s words really connected with me because I spent nearly a decade trying to develop a way for law firms to outsource marketing to my company with minimal input from their attorneys. I figured that I’d make a fortune if I could find a cost-effective formula. Despite much effort, I couldn’t figure out an effective way to take attorneys out of the marketing equation.

In the end, here’s what I learned: Most of legal marketing is about building a reputation and developing relationships. And to do this with any degree of success, *it’s vital that attorneys are directly involved in the effort.*

So, what’s the role of the marketing department? To help craft a plan of action – and perhaps offer some organizational support. However, at the end of the day, individual attorneys must make a commitment to do the heavy lifting (like writing, speaking and networking) that will bring clients in the door.



As far as I can tell, the fast and easy solutions (i.e., those that minimize attorney participation) never seem to deliver a decent return on investment. Am I missing something? If so, I'd love to hear your stories.