



5 Ways to Outsmart Your Competition

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How to Spend Your Marketing Dollars Wisely

When it comes to **legal marketing**, every move you make and every dollar you spend should be done wisely.

Sure, the law market is tough right now - but reaching your target audience is tougher. Before you grasp at straws trying to develop the perfect marketing plan that will knock out your competition, take a step back. Think on a smaller scale.

Here are five ways to hone your marketing message and outsmart the others in the pack.

1. Know yourself and your practice.

Understand who you are and what you stand for as a brand. The clearer you can be about the brand, the more efficiently you can communicate with your audience. Businesses that haven't defined their value and competitive advantages risk sending vague, generic messages.

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2. Know your audience and how to approach them.

Learn about your clients and prospects. Figure out not only how to reach them — but what connects. Understand how they want to be approached, and then show up with a targeted message that says you understand them and their needs.

Offer help, not products or sales pitches. Share your knowledge of industry trends. Doing this will help make you a sought-after authority.

3. Stay focused.

As easy as it sounds, this is a tough one.

Resist the temptation to deviate from your strategy or wander outside of your niche. Instead, focus on giving loyal clients the best possible experience. Furthermore, define your ideal customers — they are the bullseye. Channel your energy and resources on connecting with them and them alone!

4. Pick the right tools to connect with prospects.

Maximize your results and get the most out of your budget by picking the right tools to connect to your audience. Make sure the medium you use is the best way to communicate your message and receive the desired response.

Also, make sure your clients have a way to voice their praise. Social media is a powerful tool that helps clients create trust and good will for your brand.

5. Maximize your payroll.

If you have a staff, use it.

Maximize your payroll by turning your employees into your best ambassadors. Help them understand the brand, and give them the tools and authority to reinforce your value.

By following these tips you will get more out of your marketing dollars. Not only that, you may become something even greater - ***more memorable***.

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