

One-Minute PR Strategy

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From HBC's Sound Bites Blog (www.hellermanbaretz.com/soundbites)

Hellerman Baretz partner and co-founder John Hellerman is always getting asked to share his thoughts on the most significant thing that firms can be doing to market themselves. He boiled his most important message down for a reporter today, and we thought we'd share the essential info with you here.

Here's your one-minute strategy to marketing success, from John:

Any firm's first and most important marketing tool is to provide excellent service, and to provide value to their clients.

Beyond that, the most important strategy -- for firms of all sizes and budgets -- can be summed up in the following two steps:

First, create content that credentials partners and establishes them as experts, such as generating quotes in news articles, authoring by-lined pieces, or speaking at professional events.

Second, rather than simply hoping those valuable materials will get noticed, build a business development program that leverages the content above by spreading it through all of the communications channels available to the firm (on its website, on its social networks, even in handouts and printed materials). The most important audience for this content is those in your referral network.

In short, sales activities supported by materials generated from PR programs that mark your attorneys as experts are a nearly unbeatable formula for receiving hiring consideration.