

Market Your CLE Presentations

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Strategies that will Help Create Buzz Over Your CLE Courses and Seminars



Marketing and promoting CLE courses, conferences, and seminars can be just as challenging as law firm marketing. CLE presenters often find it difficult to create buzz around their presentations or an upcoming conference that may be lagging in registrations.

In reality, marketing a continuing legal education event that is either online or live in-person, is relatively easy if you know where to start. The goals are to **create buzz, fill the seats, and create customer loyalty.**

Here are seven marketing strategies, recommended by [legal marketing expert Tim Baran](#), to help you get the ball rolling.

1. Get CLE accreditation.

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First things first - get CLE accreditation. Lawyers want to know how many CLE credits they will earn from attending the event.

Having CLE accreditation will not only promote quality assurance and give attorneys a chance to earn credits, it's a free advertising bonus as well.

2. Use social media.

Create a [Facebook Page](#) around the CLE presentation or provider. List the presentation on [LinkedIn Events](#). Send notices to your [Twitter](#) community – use a #hashtag. Create a short promotional video and post it on YouTube. These are long-term brand awareness and trust-building strategies. Not for the ROI impatient.

3. Advertise with associations and law blogs that serve your target audience.

The ratio of sales per impressions will probably be low at first, but you'll also be building relationships, recognition and trust.

4. Mail and email.

The old fashion way is still effective in getting the word out to a target audience. This will take some analysis and evaluating besides simply purchasing large email lists.

5. Telemarketing.

Employ a service to do a telemarketing campaign which is usually a recorded message alerting lawyers of the seminar. While this method may seem dated, it's still a very effective strategy.

6. Create multiple listings for the event.

List your event with sites like Eventbrite, Eventful, Upcoming, and Craigslist's Events section, leading back to the registration page on your website.

7. Blog!

If you don't have a blog or already have a website for your online on-demand courses, then add a blogging component, or switch the entire site to a [CMS platform like WordPress](#).

As you can tell, a lot of these legal marketing strategies for CLE presentations mix old and new media. Use these tools to your advantage - and start seeing results.

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