



Legal Marketing Strategies:

How to Announce a New Law Firm

*This law marketing white paper is brought to you by Margaret Grisdela, author of *Courting Your Clients* and president of the national legal marketing agency Legal Expert Connections.*

10 Ways to Promote Your New Law Firm

Launching a new law firm is an increasingly popular employment choice for some of the more than 5,600 lawyers who have lost their jobs during the Great Recession. Whether a solo practitioner or mid-sized boutique, these new firms are suddenly faced with many important marketing decisions. A key concept is *focus*; the more targeted your practice, the more effective your messaging will be. Here are some basic business development guidelines on marketing a new law firm.

1. **Issue a press release** for distribution to the media. Target the "People on the Move" columns in the business publications. Also send this release to your city, county, state, and/or national bar association. Add an electronic photo of the named partner(s) for enhanced visibility.
2. **A new website is essential** to successfully promote your new law firm. Your site will reinforce your services for those who know you, and can be instrumental in attracting qualified leads online.
3. **Post your new site on legal directories** like Martindale, FindLaw, Avvo, Justia, Cornell, HG.org and others. You should also claim your free listing on Google Maps.
4. **Polish up your "elevator pitch"** and tell everyone you know and everyone you meet.
5. **Send an email announcement** using Constant Contact or a similar inexpensive email service. Also consider a direct mail campaign featuring an engraved announcement card.
6. **Take advantage of social media**, like LinkedIn, Twitter, Facebook, blogs, and others. Create a detailed profile for your new law firm on each service, and invite your clients, friends and family to stay connected with you.
7. **Consider publishing articles** about your new practice areas in bar association newsletters, industry publications, and on sites like JDSupra, HG.org, or online article distributors.
8. **Reach out to your referral network** of attorneys, accountants, and others to let them know how to reach you.
9. **Join a leads club** (like BNI), particularly if you are marketing to a consumer audience for services like family law or personal injury. If your market is more business-oriented, consider creating your own leads group composed of non-competitive attorneys and service providers.
10. **Look for speaking opportunities** to attract new clients. Start by joining a few speakers' bureaus.

Have fun, and remember: Never stop marketing! As always, keep attorney advertising guidelines in mind.

Legal Marketing Strategies **Courtesy of Legal Expert Connections, Inc.**

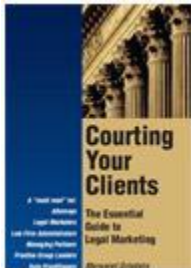
Legal Expert Connections is a national legal marketing agency serving attorneys and experts. Your business development is our #1 priority, and expert promotion is our core competency. We concentrate in the area of thought leader campaigns and knowledge-based marketing to increase your visibility as an expert in your field.

Our services include Internet marketing, law firm brochures, website development, social media campaigns, and attorney marketing plans. We are also available to arrange speaking engagements, place by-lined articles, or seek press coverage on a pay-for-performance basis (see our site www.PayForPerformancePR.com).

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