

Operating and Marketing A Legal Firm As A Profitable Business

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If you're a legal practitioner or in advertising, then you've probably heard of Michael Skoler. The personal injury ads for [Sokolove Law](#) saturate the daytime air waves at about one every minute.

Sokolove Law, based in Boston, shifted the way they do business, in that they're acting as an [ad] agency, but we're very much a law firm, — only much more profitable," said Michael Skoler, CEO of Sokolove Law.

Rather than litigate the personal-injury cases the commercials bring in, the firm operates almost strictly as an operator's call board, plugging prospective clients into any one of its hundreds of national affiliates and collecting a contingency fee upon its referrals' verdicts. While the firm's 2008's profit's were not disclosed last year, the Boston-based operation fielded close to 300,000 calls from would-be clients.

They're innovators within the law profession for the idea of running a legal firm as a business. Jeff Scalzi, marketing director for another Boston-based firm, Foley Hoag, and former president of the Legal Marketing Association's New England chapter, said, "Sokolove is often looked to as being an immediate front-runner of legal advertising."

Mr. Ekman said Sokolove Law is experimenting with new media and digital products but so far has shied away from social networks.

The firm currently interacts with their 3 specific audiences in the market for legal services:, who are in the market for legal services specializing in Mesothelima, Child Resources and Nursing Homes; with a Resource Center Blogs and Forum for each
<http://www.sokolovelaw.com/blogs-boards/>

Advertising campaigns that add social media to their mix are exponentially more effective because they educate and provide audiences with live, immediate interaction, making businesses that use them more tangible and approachable enterprises.

Two simple suggestions for incorporating social media into their marketing campaigns:

1. Add [Twitter](#) and use [TwitterLater](#), to manage the micro-blog's communication to increase their blog's traffic.
2. Prioritize the blog content with educational guidance on topics like: how to choose an attorney, the risks involved and pricing and payment concerns/options pertaining to Mesothelioma, Child Welfare and Sr. Care legal issues.

The followers they create on Twitter and the Tweets they send out will generate potential clients who are knowledgeable about their services, fees and legal challenges, and **ready to do business** when they call.

Read Max Lakin's AdAge article referenced:

[The Law Firm That Operates Like an Ad Agency: How Nonstop TV Buyer Sokolove Law Used Direct-Response Pitches to Build a Legal Empire](#)