Mid-Sized Law Firms Now Creating iPhone Apps

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The top technology news story right now is the advent of the iPhone 4, which sold more than 1.7 million units since it first became available on June 24, and smart marketers and partners at law firms are taking notice and creating apps for the phone.

Initially, megafirms like Arnold & Porter launched an app for iPhone users in January 2010 (see http://bit.ly/9PoID9) and Morrison & Foerster did the same in March 2010 with an edgy, black-and-white app called MoFo2Go (see http://bit.ly/dkhtmo)   Now, medium sized firms are following suit.

Goulston & Storrs, a 185-lawyer firm headquartered in Boston, launched of its premiere iPhone App in June 2010. The G&S App offers a convenient way for clients to gather customized information on the most current business topics, directly from an iPhone.

Theresa Bomba, Associate Director of Marketing, remarked, "There are approximately 50 million iPhones currently in use, and with the new launch of the iPhone 4, analysts estimate there will be 100 million iPhone users by the end of 2011. This is an ideal opportunity for us to communicate on a platform which our clients are utilizing. The G&S App will provide meaningful, timely information in a format people prefer."

The firm's press release quotes me saying, "Goulston & Storrs is a very client-centered firm. They really 'speak the language of the customer,' communicating with clients via podcasts, client case studies, an online concierge, subscriptions to a wide variety of information – and now an iPhone App. It shows that the firm is not only tech-savvy, but also easy to talk to."

To download the free G&S App, go to the App Store on your iPhone, Keyword: *Goulston.*

The firm is famous for its clever award-winning marketing activities, including a

Jeopardy game for in-house counsel, its "Gateway to China" campaign for mid-market firms seeking to do business in China, and its creation of a resource center on Legal OnRamp about the attorney-client privilege.

Why create an iPhone app?

There are three primary reasons to develop an iPhone application:

(1) It makes it convenient for clients, potential clients and referral sources to reach your firm.

(2) It mirrors the activity of tech-savvy clients that are creating their own iPhone apps.

(3) Smartphone sales, which can easily connect to the internet will outsell personal computers within a few years. (See http://bit.ly/9Pr6t0)

Law firms are well advised to contact a web professional who has an Apple developer's license, and who knows how to comply with Apple's strict and every-changing criteria for publishing an app. The process can take anywhere from two weeks to six months, depending on what Apple's criteria are.

For more on this topic, call:
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