



Legal Marketing Strategies: **Presidential Politics and Legal Marketing**

Presidential Politics and Legal Marketing

By Margaret Grisdela

If you seek inspiration for your next law firm marketing campaign, you need look no further than the 2012 presidential election.

Core constitutional issues like the role of Congress, federal versus state rights, and individual mandates are being covered by newspapers and bloggers alike in daily detail. Highly publicized divisions across voters and even within political parties invite scrutiny of the raging debate over the role and spending patterns of the federal government.

Lack of a unifying theme is a common stumbling block for attorneys looking for acceptable ways to communicate with clients and prospects on a frequent basis. The presidential elections provide an easy answer to this dilemma, complete with a guarantee that the next seven months will provide an endless stream of fresh, newsworthy material.

The trick here is to translate the volume of news surrounding the presidential campaigns to your own area of legal expertise. Health care is a good example. Whether your target market is health care providers or health care consumers, The Patient Protection and Affordable Care Act offers fertile ground for interpretation, education, and commentary. Social issues, energy policy, financial reform, and tax rates are a few of the many other fundamental areas of law under debate.

Should a law firm take sides in these debates? That is a question for you to decide, keeping in mind that strong positions may alienate up to 50% of your audience. A better strategy might be as a neutral commentator, offering a balanced approach to the delivery of substantive insight that can help your audience make better informed decisions.

Creating an educated electorate is an ideal middle ground for lawyers, since attorneys help to make the laws and certainly play a critical role in interpreting and upholding the legal rights of U.S. citizens. A safe stance is to encourage people to vote, while giving them guidance to better understand the issues. You could even view this as a public service campaign.

Translating the national debate into implications for your industry or geographic region brings election issues into sharper focus for your clients and prospects, while giving you a chance to position yourself as an expert on the important issues of the day.

Whether you are looking for inspiration for a blog post, a newsletter article, client fact sheet, or a social media marketing campaign, excellent news sources include websites of the White House, Congressional

Budget Office, federal agencies, candidate campaign sites, the *New York Times*, the *Wall Street Journal*, the Poynter Institute, FactCheck.org, and other leading media outlets.

One benefit of aligning your marketing campaign to the presidential elections is that of increased visibility in the search engines as your blog posts and social media updates reflect the hot topics of the day. The rich red, white, and blue color scheme of our beautiful flag will add a visual sparkle to your campaign.

In closing, remember that marketing is a process and not an event. Once the elections are over you can transition to a focus on compliance. Have fun and never stop marketing!

The author welcomes your comments and questions.

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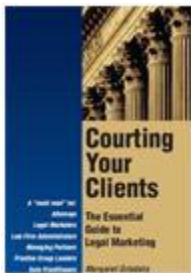
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