

LAWYERS JOURNAL

L A W P R A C T I C E M A N A G E M E N T

Why law firms should adopt a campaign-driven marketing approach

By Marissa Luznar

The majority of law firms are not taking advantage of campaign-driven marketing. 'Launching a new marketing campaign' sounds like a time-consuming and expensive undertaking when in reality, it's an ideal solution for firms that don't have a large marketing team, but who still want to incorporate effective marketing into their growth strategy.



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What is campaign-driven marketing?

Simply put, a marketing campaign is a collection of activities focused on a particular topic and targeting a specific audience. What it's NOT is an individual marketing tactic adopted for a general purpose – for example, developing a social media calendar or adding a new landing page to the website.

For law firms, a campaign-driven approach enables the firm to better utilize its limited resources on its primary business goals and to effectively measure the success of these efforts. For example, a campaign's goal could be anything from growing a practice area to raising awareness for a new office location.

What are the benefits?

Focused Approach – A firm dabbling in all of the popular marketing tactics, or those who are trying to be all things to all people will find themselves overwhelmed and ineffective. A narrowed focus can be supported by an achievable list of targeted tactics and creates results that can be tracked more precisely.

Big Picture Thinking – If you gathered all of the firm's shareholders into a room and asked each person to identify the firm's top three business goals or its target clients, would they all have the same answer? This process challenges firm leadership to identify the primary business goals that are currently most relevant to the firm and the specific audiences that will help achieve those goals.

Proactive vs. Reactive – A judge ruled in our client's favor – put it on the website. One of the attorneys is presenting at a webinar – add it to the newsletter. This article is interesting – let's post about it. All law firms find themselves reactively promoting information or events at one time or

another. When a campaign is underway, it encourages the firm to proactively create opportunities and to develop purposeful client resources.

Scalable – A campaign doesn't need to be all encompassing right away. Actually, I would advise against it. The first rule of any campaign is to make sure it's realistic. As the campaign gains momentum, a successful campaign can easily grow in scale and budget if the measurable results justify the investment.

What are the steps to develop a marketing campaign?

Step 1: Define Business Goals – These vary from campaign to campaign and should be clear and specific. Goals such as 'generating more leads' or 'enhancing brand awareness' are too vague, which makes it difficult to map out an effective plan. What kind of work or clients is the firm aspiring to attract? What do you want prospects to know about the firm's brand?

Step 2: Identify the Target Audience – Who are you trying to reach? What are their pain points and what solutions do your lawyers provide? As was mentioned before, identifying wide-ranging audiences like 'business owners' or 'employees' makes it difficult to develop content that will resonate with them. A good starting point is to look back on your past clients to start developing useful client personal profiles.

Step 3: Develop a Content Strategy – This is the most critical step of the process. You can do everything right, but if you don't develop the right content to support your campaign, it won't succeed. Clients want to work with attorneys who they perceive as trusted experts. Developing informed, easy-to-consume, and timely content helps to accomplish this. Examples of content includes:

- Client Alerts
- Workshops
- Checklists
- Case Studies
- Podcasts
- Webinars
- Roundtables
- Resource Guides
- Explanation Videos
- Infographics

Step 4: Choose the Distribution Channels & Measure Results – Even when you create the strongest content, it won't have the impact needed if it doesn't reach the desired audience. Whichever distribution channels the firm currently uses or decides to start using, it's critical that it can be measured.

Takeaway

A campaign-driven marketing strategy can be used by law firms of any size, but it's an ideal solution for smaller firms that don't have large in-house marketing departments and are often feeling stretched thin when it comes to developing and implementing a robust marketing strategy.

My advice is to walk before you run. Pick one campaign to plan and execute, and carefully measure the results. This will enable you to determine the best approach for your marketing and business development initiatives in the future. ■

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