

LAW FIRM MARKETING

There are numerous ways to market your law practice. The purpose of this paper is to list ten marketing methods that have worked effectively for our own firm and for many others. It is important to remember that a modern day plaintiff's firm must take a multi-faceted approach in marketing services to both the general public and other attorneys. In order to take a cost productive and effective approach, your firm must be willing to invest the resources to keep pace with the ever-changing legal profession.

1 – REPUTATION

The single most effective way to have more cases to work on is to have a solid reputation in the legal community for good work and good results. Prospective clients and referring attorneys are more likely to call on someone who has a history of successful results. Every practicing attorney, intelligent enough to pass the bar exam, knows that the most important asset an attorney has is his or her reputation. It is important that your firm has a reputation for working diligently and aggressively throughout the litigation process. Furthermore, a firm that does not acquire large jury verdicts will find it harder to attain a good reputation. Any firm that is not willing to take a case to trial is more than likely not going to be able to get a reputation as a top-notch plaintiff's firm.

2 – FIRM WEBSITE

Our firm has a main website located at www.beasleyallen.com. We take our website very seriously and devote a great deal of resources to keeping the site constantly updated. At the present time, there are approximately 100,000 "hits" a week and 7,000 unique visitors per week on our main website. This main website provides information to attorneys and to the general public. It contains an attorney profile section which provides biographical information on each of the attorneys in our firm. There is also a section about current cases which details some of the cases our firm is currently handling.

In addition to our main website, we also have numerous other websites for specific practice areas in which we are involved. These websites include information on Pain Pumps, Fosamax, Hormone Replacement Therapy, Ortho Evra, Stevens Johnson Syndrome, Medtronic Heart Lead, Hernia Patches, Gadolinium, Mesothelioma, Nursing Home Neglect, and Disability Insurance Denial. We receive approximately 50,000 hits per week and 10,000 unique visitors per week on all of these websites. These issue specific websites serve a great purpose. They allow us to keep our current clients and attorneys with whom we work updated as to the status of their cases.

In this age of technology, it is important for a law firm to have a website, or some other type of internet presence. Websites can be very effective, but only if you are willing to devote the resources to have a top-notch and professional site. If you are not going to devote the necessary resources, I would suggest that you do not endeavor to create a website, as you may do more harm than good for your practice.

3- COMMUNICATIONS

It is essential that you communicate properly with both your clients and your co-counsel. The main advantage of proper and consistent communication is that it provides a certain comfort level to your clients and referring attorneys. When you keep clients and referring attorneys informed, they feel that their cases are getting the care and attention that they deserve. Our firm is constantly communicating with clients and co-counsel regarding their respective cases and with regards to new cases on which we are working.

Do not disregard your firm's client base. It is essential that you let your own clients and co-counsel know about the new cases on which you are working. For example, whenever our firm is involved with a class action opt-out, we quickly write to the lawyers with whom we work and let them know that there will soon be an opt-out from the impending class action. We then provide them with all relevant information regarding the claim.

4- FIRM NEWSLETTERS

Another proven way to effectively market your firm is by using newsletters and publications. Several years ago, we decided to write what we now refer to as the Jere Beasley Report. This is a monthly publication from our firm that is provided to approximately 40,000 individuals throughout the country. It is a convenient way for us to keep attorneys and others aware of what we are working on at any given time. It also provides information regarding trends in the law and politics.

I have personally had lawyers throughout the country tell me that they enjoy reading our firm's publication. However, it is not necessary for a firm to do a publication as elaborate as ours. Several firms send out a quarterly newsletter that is only 2 or 3 pages long. Those newsletters are concise and still effective at getting the reader's attention. We strongly urge everyone to use newsletters as a method for marketing their law practice.

5- ATTORNEY RELATIONS

The life-blood of a plaintiffs' firm is other lawyers. Our firm commits a great deal of time and resources to keeping proper relationships with other lawyers. As previously discussed, it is imperative that you communicate adequately with your co-counsel to avoid the many problems that can arise. If in fact a problem does occur, we try to take the attitude that the "customer is always right".

In addition to constant communication between our firm and other attorneys, we provide certain services to them. We try to provide tickets to sporting events for those attorneys that enjoy going to football games. Also, we have an annual reception at the last Auburn University home game of the year. In fact, at our November 2006 reception we entertained over 3000 people. This reception is a great opportunity to spend time with other attorneys in a social setting. Whenever possible, we also like to take attorneys to lunch or dinner. We ensure that all attorneys working in our firm understand the paramount importance of keeping referring

attorneys happy. As with any other business, fostering relationships is very important to a law practice.

6- ARTICLES AND PUBLICATIONS

Attorneys at our firm are encouraged to submit articles or papers for publication whenever possible. Many of our attorneys have been published in state or national legal periodicals. On the national level, we try to publish articles in the American Association for Justice Magazines or other similar publications. At the state level, we try to publish articles in the Alabama Association for Justice Magazine. There are numerous other periodicals throughout the country to which we routinely submit articles.

We have received many cases from other lawyers as a direct result of our attorneys' published articles. This is especially true as it relates to newly developing areas of litigation. For example, when our firm receives a substantial verdict in a novel area of the law and in turn publishes an article on the same, we routinely receive dozens of calls regarding that new theory of liability. These calls open the lines of communication and promote good relationships between our attorneys and attorneys outside our firm. As you can see, the methods of marketing a law firm are interrelated and often interdependent.

7- SPEAKING EVENTS

We have various attorneys from our firm speaking at state, local, and national level legal seminars every year. Each and every attorney to whom you speak at a seminar is a potential working relationship. One thing that we stress at any speaking engagement is that our attorneys are willing to help any plaintiff's attorney throughout the country. That means we will provide them with copies of briefs, pleadings, discovery, etc. whenever possible and at no charge. By doing this, it proves to them that we are willing to cooperate with other attorneys and it allows us to foster mutually beneficial working relationships.

8 – ASSOCIATIONS

We feel it is extremely important to be involved in numerous professional associations. Giving back to our profession and community is simply the right thing to do. Our attorneys are members of associations that range from our local bar association to the American Association for Justice. We have a tradition of holding leadership positions in local, state and national legal organizations. In fact, next year, the president of our local trial lawyer organization and state trial lawyer organization will be members of our firm. In the near future, we will also have a member of our firm who will be President of the American Association for Justice (formerly known as American Trial Lawyers Association).

It is our philosophy that having leadership positions in professional organizations is very important.

9 – MEDIA RELATIONS

Media is truly the fourth branch of government. It is imperative to establish and maintain a good rapport with the media. Media coverage is the best form of publicizing your firm name. We have learned over the years that the media will willingly cover legitimate news stories when you have a credible reputation within your profession.

Whenever we have a substantial verdict, we make sure the news media is made aware. We issue press releases when possible. We also make sure local, state, and national media receive information about events in which our firm is involved. Numerous news shows on major networks are more than willing to listen when called upon. Additionally, national magazines like the National Law Journal are always willing to consider media submissions regarding large verdicts and substantial settlements. This type of media approach can be very helpful to a law firm.

10- POLITICS

We have seen many young lawyers become quite active in politics. This is such a great way to get involved in your community and to get to know people. As you know, our business is a people business. Being involved in a political campaign or running for office forces you to get out there and get to know people. Therefore, anyone starting their practice should consider being active in politics, or actually running for office themselves. Marketing yourself is a great way to market your practice.

CONCLUSION

There are numerous ways to market your practice. We have listed some of the ways that have been successful for our firm over the years. These are not the only ways to achieve success in the marketing arena. Law firm marketing is personal to your firm, and you must pick the methods that best fit your situation.