

HOW DO YOU PUBLICIZE YOUR GOOD WORK?

Marketing LPM and Non-Legal Client Facing Services

Synopsis of #LPMHQ chat from Thursday, December 10, 2020

SUMMARY

Everyone markets internally. The most common and preferred method is via word of mouth. If someone is satisfied, word gets around, it markets itself.

At the end of the day, the message is basically about how services and tools can make lawyers' lives easier.

“The internal market message is based on results achieved, which can be scaled by practice and matter size.”

Suggested Methods of Marketing:

- Word of mouth
- Tips and tricks promotional viral marketing and email newsletters
- Series of LPM classes for associates

Tactical Types of Marketing:

- Graphics, websites, videos, network events
- Listen to your audience, have a conversation. Connect with your audience.
- “...Internally we mostly use email and the firm's intranet where we have a robust LPM presence that includes self-service tools and templates for the lawyers, in addition to LPM guides, educational videos and support documentation for our various tools.”

CHALLENGES MARKETING EXTERNALLY

Showcasing LPM in RFPs, when there's a question related to no-cost/value added.

There's some confusion or lack of clarity on how to explain wide ranging services that fill gaps elsewhere.

SETTING UP FOR SUCCESS IN 2021

“I think it boils down to having a clear message and ultimately having the resources available to support what you are "selling.”

More case studies. Quick, clean, useful and slide-free (hopefully).

Continued education. Teach about the new product and its value.

FINAL THOUGHT

“Happy Hanukkah to our Jewish friends! Happy Thursday to everyone else!”

QUOTE OF THE MEETING

“AH. The amorphous “continuing education!”