

CARPMAELS & RANSFORD

LFMS

Focusing on smaller firms

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Our remit...



Small firm marketing teams - what are we there to do?



Relationship building – leveraging partner engagement

- How do you currently use the marketing department?
- What works well?
- Are there any frustrations?

- What is important to you?

Practical things to consider

Training

- Who are your marketing champions? Could they be used to share expertise? (peer to peer learning)
- LinkedIn

Communications

- Social media sharing
- STATOY
- Value

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Thank you

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No cost low cost marketing – a small firm perspective

Darlington**ns**
SOLICITORS **LLP**

Low cost no cost?

No cost probably doesn't exist but smaller firms can compete.

Digital has created more of a level playing field.

Keys to marketing success and not wasting money, however big or small your budget is, which commonly don't happen at small law firms are :-

- Having a clear strategy and sticking to it
- Setting a budget and sticking to it
- Working as a team
- Measuring and monitoring your marketing activities
- Understanding that brand and visibility in a fickle world are really important even for small firms – or you can end up being virtually invisible.

Be honest with yourself

Do you or too many people in your firm only think of marketing when your work goes quiet? Do you think marketing is something others should do or is solely the role of any internal or external marketing person your firm uses?

Do you use every opportunity to help your colleagues and the firm as a whole?

While you may be busy today, you may well not be next year, because most smaller law firms are now operating like this, in a changing market



Why digital is so important and ideal for smaller firms

- Everyone uses google to find goods and services.
- Law is no different.
- Mistake to believe that only low value legal work is derived online.
- Mistake to believe that the richer firms can dominate using pay per click.
- Google search favours local content and shorter more plain English content, this favours smaller firms who don't need to appear as corporate or clever about law.
- Being adaptable can create real advantages, as can a genuine team and service oriented ethos as speed and proactivity key when enquiries do come in.
- Huge branding opportunity as well as safety net for ongoing work.
- Data driven so the insights are always clear and available if you look.

It works for Darlington's so why not you?

Industry Vertical ?
Law & Government ▾

Country/Region ?
England
 United Kingdom ▾

1 Apr 2017 - 2 Oct 2018 ▾

Size by daily sessions ?
100-499 ▾

		142.37% ▲ 252,879 vs 104,337	32.46% ▲ 87.30% vs 65.91%	221.04% ▲ 220,763 vs 68,764
<input type="checkbox"/>	1. Organic Search	266.28% ▲ 233,598 vs 63,776	26.90% ▲ 87.57% vs 69.01%	364.79% ▲ 204,555 vs 44,010