

## Generating and implementing a marketing strategy

### Strategy

- Competitive SWOT Analysis
- The law firm: distinctive features, benefits - a review of the implications
- Generation of practice positioning statement
- Agree criteria for identifying and prioritising target markets
- List existing and potential market targets, rank these
- Discuss and agree criteria for identifying and prioritising target clients
- List existing and potential clients; rank these
- Determine a client development and growth strategy for each existing client
- Determine a client development strategy for each potential client

### Options

- Identify appropriate development strategy for each target market segment
  - brainstorm alternative approaches
  - identify barriers to market penetration
  - distil factors necessary to ensure success in the market
  - analyse the competitive situation
  - formulate marketing strategy
  - implement, monitor, and fine tune
  - determine management approach
- Identify sales, negotiation, media, presentation, and other skills development requirements allied to strategic work