

Practice promotion strategies

Why spend time, energy, and money on practice promotion ?

To whom is promotion best directed: prospective clients, established clients, private clients, commercial clients ?

A review of a smorgasbord of practice promotion options, including:

Client loyalty programmes

- valued client cards
- client advice lines
- newsletters
- information seminars
- legal audit and legal health check
- review of affairs
- will update
- advice clinics
- mobile service outlets
- electronic communications links
- client staff education
- surveys

Profile raising programmes

- local press advice columns
- industry publication advice columns
- articles for industry journals
- presentations to community organisations
- speaking engagements to industry forums
- attendance at industry events
- advertising
- publication of research
- public relations

Client service improvement programmes

- client service charters
- telephone skills improvement
- client-friendly communications
- service consciousness raising
- surveys

Cross selling programmes

- skilling lawyers
- identification of opportunities
- collateral
- managing the process

Collateral and direct marketing

- firm brochures
- partner profiles
- service descriptions
- field of law collateral
- client kits
- mailouts
- Christmas cards
- calendars
- "premiums"
- telemarketing
- advertising
- public relations
- market research

Which are likely to be most effective ?

With which will we feel comfortable ?

Where can we make a start ?

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