

# 10 EASY MARKETING IDEAS

- 1** Send a hand-written, thank-you note to your clients. In the 'age of digital,' they will be pleasantly surprised that you took the time.
- 2** Spend 10 minutes each day connecting with new contacts on LinkedIn. Then, spend 10 minutes each week finding a good article and liking it on LinkedIn so your new connections hear from you.
- 3** Host an open-house event. Send out digital invitations asking current clients to come and bring a friend. Show your warm, inviting personality over coffee.
- 4** Ask yourself when the last time was that you updated your firm website. If it was more than five years ago, hire a website development or advertising agency to refresh the site. Give clear direction up front regarding how you want the site to function and the overall process will be easier.
- 5** Tell them all about it. Have a member of your staff research all of the publications in your community that accept business news and document how submissions are accepted. When you hire new attorneys or speak at a conference, use your spreadsheet to quickly notify all of the various publications about your news.
- 6** Set up an account on [www.mention.com](http://www.mention.com) to keep updated on how you are being talked about on various social-media sites. Respond with helpful information when you see an opportunity, but keep the rules of your jurisdiction in mind - remember those rules extend into cyberspace.
- 7** Offer to speak to your local Kiwanis, Lions Club or other community organization meeting on legal topics affecting the community.
- 8** Give your clients nice metal pens with your law firm name on them. If the pen is high-quality, they will use it often and be reminded of the legal counsel to call when needed.
- 9** Make your year easier by planning ahead. In November and December, write your list of goals for the next year. Create a strategic marketing plan targeting your specific goals, with the help of a marketing professional. Use the plan to keep your marketing on track throughout the year. Don't forget to check your plan against the marketing rules in your jurisdiction.
- 10** Claim your online, free local business listings on Google, Bing and Yahoo to ensure that clients know where to find you.



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#### **LACY CRIFE, EDITOR**

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SUBSTANCE USE DISORDER IN THE LEGAL COMMUNITY ON PAGE 4.**