



GETTING THEM IN THE DOOR

Marketing ideas that won't cost a fortune

- **Have a plan** - Put your marketing ideas on paper along with action dates and then compare your plan against your local ethics rules and opinions to steer clear of potential violations.
- **Give them the tools to recommend** - When finalizing a matter with a client, send them a nice thank-you note for their business and include a few business cards to allow them to easily recommend you.
- **Hire a marketing intern** - Get some fresh ideas by hiring a college student to help you develop and implement marketing concepts. Just make sure to monitor the intern's activities, and educate him or her on applicable rules of ethics.
- **Host an open-house** - Invite members of the community to meet you and other attorneys in your firm. Be careful to lock all client information in cabinets so that client confidentiality is not breached if you are hosting the event at your office.
- **Demonstrate your expertise** - Host a seminar and invite local business owners to come to learn about a topic of use to them. Be sure to have appropriate disclaimers regarding establishing an attorney-client relationship.
- **Learn about Search Engine Optimization (SEO)**- Information Technology companies in your area may offer free or low-cost seminars on this subject. Understanding SEO can increase your chances of being found online.
- **Tell them all about it** - Contact your local newspaper or city magazine when you hire new attorneys, host events, speak at a conference, etc. Look on the publication's website and make sure to submit the information to the right contact (section managing editor) and in the right format and keep it to less than one page in length.
- **Involve your staff** - Have a contest in your office to get ideas flowing - the person who comes up with the best marketing concept gets an afternoon off.