



INSIGHT
REMEDY

The A-Z of legal marketing.

26 ideas to help you articulate, communicate
and demonstrate how you're distinctive.

Thirteen.Be.Distinctive.

A is for...

Everything you say about yourself has to be authentic.

It needs to feel real. If you want your people to go and talk about it they have to believe it. If they don't, you'll be found out. It's much easier to believe in something that's real than something that isn't.



B is for...



Brand

Be honest. Do you really know what it is that makes you distinctive?
What's the purpose that drives your business?
Can you distill it down into a word or statement?

Something distinctive exists within everyone. It just needs uncovering.



C is for... CONTENT

Content is still king. Or, at least, good content is. Law firms produce huge volumes of content, but most of it looks backwards rather than forwards. Good content offers a hypothesis and a point of view. How much of the content you produce starts a new conversation about something?

D is for... Data

Law firms hold huge amounts of data about both their own business and their clients' matters and cases. However, most don't know how to access it, let alone use it. If you really want to stand out and add value, **use your data to tell your clients how they can improve their business.**



E is for... Experience

It's the experience clients have with you that will really deliver loyalty and advocacy. Every experience has three elements - the functional, simplicity and the emotional. Your challenge is to deliver an experience that's best practice in each of these elements but also distinctive to you.

F is for... Feedback

If I only had £1 to spend on marketing I'd spend it listening to clients. If you don't do that you'll never understand what you need to do more of or less of. How do you know if you're delivering on all those promises you make in your marketing?

(And no, you didn't lose that pitch on price.)





G is for...

Geography

30% of the top 200 UK law firms describe themselves according to geography and where they have offices. In fact, in their marketing they spend more time talking about where they have offices than how they help their clients. **Isn't that the wrong way round?**

H is for...

Seriously, in their marketing law firms spend more time talking about where they have offices than how they help their clients.

Clients come to a law firm because they have a problem they need solving. All they're interested in is how you'll help them solve it.

So show them.



I is for...



Insight

Everything you need to develop a distinctive brand proposition already exists. All you need to do is find out from your clients what it's like to work with you and find out from your people what it's like to work for you. **All the insight you could ever need is right in front of you.**

J is for... Journey

The background features a gradient from light yellow at the top to dark orange at the bottom. A white, winding road with dashed lines curves from the bottom left towards the center, leading to a white semi-circle representing a sun or moon on the horizon.

Although customer journey planning's commonplace in most industries, it's ignored almost completely in the law. If you don't understand the different touchpoints in the journey your clients take with you, **how are you going to deliver what they want along the way?**

K is for...

Are you integrating your branding and communications work into your key account management programme? You should be. Take your key messages at a firm, sector and practice level and use them to create a specific proposition for each of your key accounts.

K A M M



L is for...

Leadership



Being distinctive isn't just about marketing. It goes to the heart of who you are and your strategy. It requires time and effort from leadership. Without that it will fail. With that it can be a hugely powerful tool for transforming the business.

M is for...



Those born between 1980 and 1993 are the **biggest generation since the baby boomers** and they want something very different from their predecessors, both as clients and employees. How well do you understand how they choose a law firm to work with or work for?

MILLENNIALS

N is for... Ninety

90% of what one law firm does is the same as every other. 10% is distinctive.

Unfortunately (or fortunately depending on how you look at it) most law firms market themselves on the 90% of their business that's the same.

The only question is - what's your 10%?

90%

10%



Online isn't just about social media and using it to publicise the latest deal you've completed. It's about combining every channel such as your website, blogs, video, extranets, Twitter, podcasts and LinkedIn as an infrastructure to distribute stimulating content.

O is for...
Online

P is for...

Pitching



A pitch is the ultimate piece of persuasive writing. The purpose of persuasive writing is to make the reader think, feel and do what you want them to. Unfortunately, most clients feel like they're presented with irrelevant rhetoric when they want something written specifically for them.



... is for Quality

Technical quality is still one of the most common marketing messages for law firms and one of the most popular values.

So you have loads of great lawyers with great directory rankings and great experience. Good for you.

So does the firm round the corner.

Risks for...

RAD

Want to really stand out and make your firm successful?
Apply the RAD test to all of your marketing. Whatever
it is you're saying, ask yourself if it's **relevant, authentic
and distinctive**. If it doesn't hit the mark in each of
these three areas, it isn't good enough.

The seven Ps of service marketing; product; price; place; promotion; people; process; and physical evidence. In reality, most law firms don't practice real marketing. How many Ps does your marketing function get involved in? **Are you doing real marketing or just promotion?**



S is for...

T is for...



Talent

How are you recruiting and developing your marketing and business development talent? The latest marketing tools and skills originate outside of the law, but most firms insist on recruits having previous law firm experience. Looking outside can provide you with real competitive advantage.

U is for...

Uncovering

Being distinctive isn't about having a great idea. It's about a process of discovery – uncovering something that people may not have noticed. Ask yourself three questions – what do people know about you? What don't they know?

What should they know?



V

is for...



Values

Your values are the DNA of how you're distinctive, but what are the top six values across the top 200 UK law firms? Teamwork, integrity, respect, excellence, commitment and quality. How boring. Firms need to work harder to uncover what it is that really distinguishes their culture and approach.



W is for... Website

What's your website for? Yes, it's your firm's window to the world, but is it a sales tool, an online brochure, a data centre or a place people go to access information? Before you try to build and maintain a really great website make sure you're clear about its purpose.

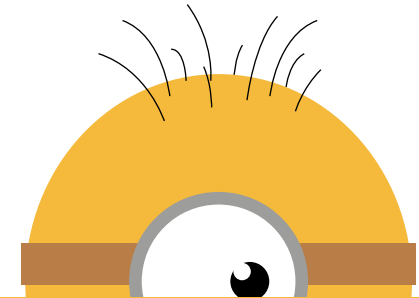
X is for...

Marking your spot



As the market consolidates it's beginning to fragment in different ways. Do you really know what market you're in? More importantly, how are you going to compete? Despite what many think, as firms begin to cluster in mini-markets the need to offer something distinctive will grow, not lessen.

Y is for... Yellow



The colour yellow is the most easily visible colour, particularly from a distance. It stands out more than any other colour because it's the one your retina recognises first. So why do most law firms insist on using blue as their primary colour?

It's as if they actually want to look the same as everyone else.

80% of legal marketing is concentrated on just five messages; client focus & service delivery; sector & commercial knowledge; people & relationship building; size & scale; and technical knowledge. If you really look hard enough I bet you've got something more RAD to say.

Z

Z is for...

Z

Z



Thirteen.Be.Distinctive.



INSIGHT
REMEDY

We help law firms articulate, communicate and demonstrate how they're distinctive. For help with your marketing alphabet get in touch.

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