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LEGAL MARKETING

Innovative New 2021 Marketing Programs at US Law Firms

BY STACY WEST CLARK

Special to the Legal

One of my favorite things to learn about is innovation in law firm marketing. In other words, what's NEW? What are law firms or individual lawyers doing to grow revenues and better bonds with clients (and referral sources)?

So, I recently put out a call to forward-thinking lawyers and law firms nationwide to specifically "brag to me" about something new they are doing—some of which was conceived during the pandemic.

Here is Part 1 of some of their stories: Prepare to be impressed. I was!

MORSE—40 LAWYERS CORPORATE, IP, TAX, EMPLOYMENT FOR BUSINESSES

Located in Waltham, Massachusetts, marketing director Jaclyn Braga and her firm have in place two strong programs I personally have never seen so well developed and effective with ROI.

•**Marketing Incentive Program:** "Our whole firm marketing incentive program was created to drive firm engagement in marketing, BD, PR and social media, and to enhance the marketing department's reporting capabilities. Attorneys and professional staff receive a list of goals upon hire. Completion of goals earns them points and points can be redeemed for firm swag or, during the holidays, donations and client gifts. The program has been successful in several ways: we



STACY WEST CLARK

has been successfully helping Delaware Valley lawyers and law firms expand their practices and substantially grow revenues for over 30 years. She has been recognized as one of the top legal marketing consultants

in the region by The Legal Intelligencer. A former attorney with Morgan Lewis & Bockius, she served as the firm's first global director of client relations. www.stacyclarkmarketing.com.

have 100% attorney participation and 83% whole firm participation; engagement with firm social media channels increased exponentially; and the marketing department has a far more accurate avenue for data collection and reporting. The MIP was awarded an LMA Your Honor Award in 2018 (1st place) and was presented as a case study at the 2018 AAM (Association for Accounting Marketing) Summit.

• **Marketing Annual Report**—While certainly not a unique to our firm, my department began creating a print marketing annual report in 2018. The unfortunate truth is that while most attorneys have a general sense of what the M/BD department does, they're probably only fully knowledgeable about what we do for them *individually*. And while that's understandable, it certainly doesn't help you when it comes time for a performance review, during budget season, when lobbying for an additional hire, or even—dare I say—when asking for a

raise. Enter the marketing annual report. We developed this tangible tool to build credibility and visibility for our department, and it's turned out to be particularly helpful during the pandemic. My team created our first ever marketing annual report to showcase all of our department's key projects including campaigns, website and social media analytics, incentive program statistics, internal coaching stats, holiday card feedback, and highlights from the firm's events and seminars. The response has been great so we've continued producing it each year, adding an online version in 2019, and new interactivity for 2020. Here's a redacted look at 2019's edition. <https://online.flippingbook.com/link/311348/>"

STEPHEN MURRAY—PATENT LITIGATOR, PANITCH SCHWARZE

I am a huge fan of what Murray is doing to get his patent litigation expertise out there this year because it is so informal and really "likeable" marketing. Murray is a partner in one of Philadelphia's most respected intellectual property law boutiques. His new marketing tool creates an actual brand for his practice. With a green screen in his basement and a camera, Murray has written, directed and produced a video series titled "Idea Defense 101" hosted by his alter ego, aka "Dr. IP"—or as I like to call him "Dr. Drip." In the so far four-installment series—posted on LinkedIn, YouTube and Tik Tok, Dr. Drip has explained with comedy and lightness such educational concepts as trademark registration, rights patent owners have and patent markings. You

“like” watching these videos because they are ingeniously fun to watch and frame Murray as an expert ... heck a doctor, in all things patent law.

Murray thought of this initiative on his own, launched it on social media and now has a new following of fans (I dare you not to smile when Dr. IP sets up the lesson with his trademark hello—“how’s it going” comment at the start of each of the two-minute videos).

Remember this marketing tool cost next to nothing, looks and feels professionally done and is a highly light and entertaining way to showcase his patent expertise. While launched only a few months ago, according to Murray “the response has been overwhelmingly positive, better than I ever expected. When I was in college, my friends and I made a series of satirical films just for laughs, so I gained a lot of experience in video editing and effects. When I was on the fence about whether to do an educational video series, one of those friends really encouraged me to get creative with it. I didn’t want it to be just boring explanations, because who watches stuff like that? I wanted my personality to come across and to make it something people enjoyed watching. It’s a lot of effort putting these episodes together, but when you have fun with the process, it doesn’t feel like work. I’m looking forward to continuing the series and putting lots more episodes and valuable content out there for people who want or need to know some basic intellectual property concepts.”

You can watch Dr. IP at https://www.youtube.com/channel/UCu05YahcotqZPrAzI_BSJ6g.

REMINGER CO. LPA, 150 LAWYERS, OHIO

According to marketing director, Crystal Cree, “the firm recently launched a podcast called ‘The Reminger Report: Emerging Technologies.’”

On the podcast, two of their attorneys examine how changes in technology and business models affect our daily lives. The first episode focused on ridesharing services—like Uber and Lyft—their rise to popularity and potential legal and regulatory hurdles

faced in the industry. Future topics include autonomous vehicles, biometric screening and cryptocurrency.”

Cree reports that “this has been a tremendous team effort between attorneys, marketing and IT departments. In the process of brainstorming topics, promoting the series and finding show guests, we have already seen a great amount of cross-practice group and cross-office collaboration as well as opportunities to reach out to clients.” Her hope is, that as the podcast grows, more of their practice groups will get involved in creating podcast content for their client bases.

ALLEN, ALLEN, ALLEN & ALLEN, RICHMOND VIRGINIA—39 LAWYERS

“As a firm, we’re focusing on the power of video to build stronger community connections. To increase our network of referrals, we’ve created videos targeted to other attorneys, showcasing the expertise that Allen & Allen can bring to a case, and the strength we can bring to a partnership. Specifically, we have created videos highlighting our nursing home,

Lawyers and law firms of all sizes are innovating in the marketing arena right now. I feel their energy.

workers’ compensation and foodborne illness practice areas. We also use video to integrate better into our community. For International Women’s Day, we highlighted accomplished women who work in public safety, staying true to our brand and creating a positive experience. We posted the videos online and tagged these women and their organizations, which resulted in many likes, shares on social media and overall creating a community experience. On Facebook, this video had a 3.9K reach, 187 reactions and 20 shares.

We also know that the public loves a good list. We’ve created BuzzFeed-style lists and

blog posts that marry pop culture into the legal field, (e.g. Top 8 courtroom dramas based on true stories). These are highly shareable, offer a respite from more serious posts or news stories and keeps us top-of-mind in the general population. For even if those seeing the posts aren’t currently injured, they’ll remember their association with the firm or have a positive impression from the interaction online,” said Sarah Hallett, firm marketing manager.

GREG SELTZER, BALLARD SPAHR, 600-PLUS LAWYERS

In the first few weeks after lockdown began, Ballard Spahr partner Seltzer recognized the need to think outside the box in order to stay top of mind with clients and prospects. Looking beyond virtual meetings and happy hours, Seltzer and his team created WhatsNext, a virtual business festival for emerging companies and venture capital investors. Mobilizing his national network of startups, investors, musicians, chefs, and athletes, Greg designed a business conference that combines networking opportunities, educational content, and entertainment using fun and interactive virtual platforms. WhatsNext is now an annual event—the second edition just wrapped last month. Feedback from clients, and participants inside and outside the firm has been extraordinary. Merging cutting-edge legal content with entertainment was a terrific way to break through the noise and offer clients, prospective clients, and friends of the firm something valuable and fun.

THE BOTTOM LINE

Lawyers and law firms of all sizes are innovating in the marketing arena right now. I *feel* their energy. I *feel* the time and effort they are putting into developing new programs to help them reach their revenue goals. They are not being passive at all. And their actions are working.

What are you or your firm doing? Want to brainstorm? •