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Attorney Profile***

FAQ

Marketing Life-Cycle Consulting

1. Do you provide consulting services to law firms?

Yes. We provide an analysis of your past marketing efforts, as well as ongoing guidance to optimize the use of your future marketing investments. All our efforts, in our client's behalf, are return-on-investment driven.

2. What is the first step in the consulting process?

We conduct an Initial Assessment. We collect information about past your marketing efforts. We talk with you to understand your goals, opinions and the nature of your business. Finally, we routinely obtain third-party information to further our understanding of your marketplace.

3. How long does the assessment take?

That will largely depend on your company's advertising history, objectives and budget. Smaller companies with little documented history can be assessed in 1-2 weeks. Larger operations with significant advertising history and documentation may take 8-10 weeks before we are adequately prepared to report our findings and offer formal recommendations.

4. What do I receive after you've completed your Initial Assessment?

We provide a custom report on our findings, with a recommended strategy and plan to help you achieve your marketing goals. The depth and breadth of the report will depend on your firm's advertising history, objectives and budget. If you have little marketing experience, your plan will be based on our understanding of your market and knowledge of successful strategies. Larger companies with marketing experience will receive a more customized recommended plan addressing the optimum mix of marketing vehicles (online, print, radio, TV, billboard, etc.).

5. How do you help me implement my plan and strategy?

Once we have agreed on a strategy and plan, LawClick will implement the online elements and can coordinate other media into your plan. We have excellent partners to recommend, or we can work with your chosen ad agency.

6. How will I know if the plan is working?

We'll work with you to establish Key Performance Indicators to measure success. We'll monitor those indicators and report them to you, and we will make the necessary adjustments to fine-tune performance results.

7. Once my marketing plan is implemented, then what?

We follow a MAPI lifecycle process: Measure, Analyze, Plan, and Implement. This process is repeated continuously because markets are in a constant state of change, and your marketing strategies must be responsive to such change. In addition to regular communication, we recommend a semi-annual evaluation to fine-tune our efforts and alter your strategy as required.

8. When can I expect to see results?

We expect to provide some quick wins at the outset, based on our experience. However, the nature of our service is long-term strategic with short-term tactical elements. We expect to begin with less-than-adequate historical information, which means your initial marketing plan will be more influenced by subjective measures. As we go through a few cycles, your plans will become more data-driven and fact-based. Initial gains in year one will be added upon continuously through our life-cycle process.

9. How much improvement can I expect?

Your experience will be unique, based on the effectiveness of your current programs, your willingness to make changes and the size of your budget. A reasonable expectation would be a 25% increase in the value of business driven by media marketing. We have seen increases greater than 100%. Because you are embarking on a culture of marketing accountability, you may see gains in other administrative areas, too.

10. What level of involvement is needed from your firm?

We'll need enough of your time to understand your goals and objectives, gather your historical advertising information and discuss the results of our analysis. Depending on the size of your business, we may spend as many as three days onsite for the Initial Assessment. Your marketing director will be our primary contact for data gathering, whether this person is you, someone from your firm, or a designated specialist. We'll also need an hour with individual stakeholders at the outset, and another one to two hours to present our findings and recommendations. Once the plan is implemented, we'll schedule periodic meetings with key stakeholders to ensure we're always on track.

11. What sort of reporting will I see?

We will employ the measurement efforts that best fit your budget and scale of marketing programs. These may include call-source tracking, internal logging, competitive pressure, web registrations and billing records. At the end of each cycle we will pull data from these sources, along with subjective elements through brief interviews, to support the next round of analysis.

12. Do I really need consulting?

If you want to grow your business and to get the most value out of your marketing budget, you'll need some specialized help. Everyone has different skills and experience. Our skills and experience are 100% about marketing and marketing measurement. We hit the ground running, and can shave years off what it would take to drive these programs internally.

13. How much do charge for consulting with our law firm?

The right answer is "Far less than you have to gain." We'll establish a fixed price based on what we know about your company. Of course, the cost will vary depending on your firm's advertising history, objectives and the level of engagement you want from us. We'll be happy to provide a custom quote.

14. What should I expect to receive for your consulting?

We partner with our clients to drive additional revenue through marketing. We do it by using objective measures along with subjective ones to ensure our decisions are based on facts, not just opinion. Our media measurement will answer your questions about whether your marketing is working, and it will guide your future marketing plans. Your firm will receive proven marketing and analytics services usually reserved for Fortune 100 companies, and your bottom line will show it.