



HOW TO LEVERAGE YOUR ATTORNEYS TO SUPPORT YOUR LAW FIRM'S MARKETING

Your attorneys are the heart of your law firm. Without them, you wouldn't have anything to market. The most effective law firm marketing strategies are often a collaboration between lawyers and the marketing team. But anyone who has had to get an attorney to sign off on a new idea or simply get a quote from them for a press release knows that it is no easy task to involve lawyers in marketing strategies.

Having helped some of the largest law firms craft winning marketing campaigns, MeanPug has learned a few tips for transforming your firm's attorneys from creativity blocker into your marketing team's secret weapon.

WHY SHOULD I INVOLVE MY ATTORNEYS IN MARKETING?

Your attorneys are your biggest asset. They are the ones with the legal education, experience, and platform to bring in new clients. Your lawyers know what the most pressing issues in their practice areas are and what is on the horizon. When attorneys and marketing professionals work hand in hand, law firms are better able to get ahead of emerging case types, form new referral partnerships, create a more memorable brand, and more.



Here are some more reasons to involve your attorneys in marketing:

- ✓ It is often easier to connect to a person than to a brand. This is why for many law firms, especially the ones dealing with personal injury cases, the founding partners are quite literally the face of the firm. Law firms whose attorneys have strong personal brands supported by an active social media presence, media and advertising appearances, and greater overall brand recognition, have an easier time building trust among potential clients.
- ✓ Happy clients are the best form of marketing and your attorneys are your connection to them. When attorneys do their jobs well, clients are more likely to come back to you and even refer their friends and colleagues. What your existing clients say about you has greater influence on whether a potential client hires you than what your marketing team has to say about your law firm. Attorneys are an important link between you and the satisfied clients who are most likely to leave a review or provide a testimonial: They can help you identify which clients to reach out to, and you can show them how important reviews are and why their work matters.
- ✓ Attorneys who are enthusiastic about marketing are more likely to seek out the right tools to engage with their client base, either through social media posts, content marketing, or opinion pieces on a legal gray area or trending topic. A lawyer who comes to the marketing team with new ideas or who is independently building their online brand is a marketer's dream. Frequent collaboration between the two teams can help get lawyers excited about how they can help improve the firm's online reputation (and their own) to ultimately get more clients.
- ✓ Active attorney involvement can help you market newer / lesser-known practice areas, like cannabis law or ever-changing technology laws. The legal world is not static and lawyers with expertise in niche practices can benefit greatly from sharing legal updates and commentary on social media, writing a guest post for a publication that has covered the issue, or even filming YouTube videos explaining new and complex legal issues. Working closely with these attorneys will be particularly important if your marketing team is to have a clear understanding of how to get the best clients for these cases.
- ✓ Your marketing team will be stronger for it. Chances are most of your law firm's marketing team did not go to law school. While they bring their own unique set of skills and knowledge to the firm, they simply do not have the same level of understanding into each practice area and a client's journey with the firm as the attorneys do. Having semi-regular meetings with the partners of each practice area can help your team better understand what is working and what is not working from the lawyers' perspectives. If you are considering launching a new case type, having a kickoff meeting is essential to better understand the types of leads you are looking for.

Potential clients see no difference between your marketing efforts and the attorneys they hire. Just as they view your firm as one entity, your law firm should operate as one company by communicating and collaborating often across departments.

WHAT ARE THE SOME OF THE BEST PRACTICES TO IMPROVE ATTORNEY COLLABORATION?

Marketing enables attorneys to showcase the depth of their knowledge and mastery over their practice areas. After all, the entire point is to make your attorneys feel that their contributions are meaningful in the long term for building and maintaining both their personal and the law firm's reputation. If you are wondering how to make this happen, we have outlined some of the best practices out there to improve attorney collaboration:

Culture is critical

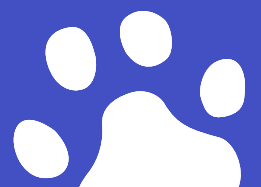
When your law firm has a culture where attorneys understand the value of marketing, they are more likely to want to help. Show your attorneys what your competitors are doing and in what ways they might be outperforming you. Give them clear reasons how that photoshoot that they don't want to participate in is going to help them in the long run, or why they should spend time updating their LinkedIn profile. If they help your team write a compelling blog post for your website and it takes off, show them the analytics so they know their efforts weren't wasted.

Set realistic timelines

Since lawyers have tight deadlines and client queries flooding their inboxes, you need to work around their schedule. Remember that most marketing initiatives, like participating in podcasts, require creative thinking and preparation which is why you should avoid making last-minute requests if you can. At the same time, don't be afraid to hold them accountable for meeting those deadlines.

Set clear expectations

Successful marketing is a marathon, not a sprint. Just as Rome was not built in a day, building a successful business takes continuous commitment and strategizing. With your firm's SEO efforts, for instance, it may take years to see the fruits of your labor. Be transparent about this so that your attorneys understand they need to be patient and will often need to step outside their comfort zone in order to test new ideas. Measuring progress is just as important as measuring end-goals.



WHAT TACTICS CAN I USE TO LEVERAGE OUR ATTORNEYS' EXPERTISE?

Help them build a strong social media presence

Unsurprisingly, most people use the internet to find and research lawyers. Your marketing team can help them by sending prewritten copy for them to post and branded cover photos to use on their profiles. For more high-profile lawyers and busy founding partners, you might suggest getting access to their accounts and managing their profiles for them.

Help your attorneys to share their knowledge with a wider audience

This could look like posting “a lawyer reacts” videos on your firm’s TikTok or YouTube channels, pitching them to speak at a legal conference, or helping them write an op-ed explaining what a new landmark judgment or legal amendment could mean for the future

Make sure your website is helping your attorneys and not damaging their reputations

Regularly update your team’s bios and other areas of your website to showcase new awards, recent verdicts and settlements, client testimonials, and media appearances. If headshots haven’t been updated in a decade, do your lawyers a favor by organizing a photoshoot. And if your website hasn’t been updated in a decade or doesn’t allow you to properly showcase your team’s achievements, consider a redesign.

Do the work for them

Your marketing team is there for a reason—at the end of the day, you are the experts. Very few attorneys will send you blog posts unprompted because it’s typically the last thing on their to-do list. Don’t let that be a blocker though. A writer or someone else on your team can ghost write op-ed pieces, blog posts, social media captions, and even quotes for press releases on their behalf. Most of your lawyers will appreciate only having to review and approve collateral.




NEED MORE HELP? MEANPUG IS A LAWYER'S BEST FRIEND

We know that your lawyers didn't go to school to worry about TikTok or how to write an SEO-optimized blog post. That's why MeanPug is here to help. We have helped some of the largest law firms in the country with all aspects of their marketing, all so our clients can focus on their clients.



**Interested in leveling up your marketing game?
Get in touch with our marketing pack!**

A background image showing the silhouettes of four people (two men and two women) standing in a line, facing right. The image is semi-transparent and serves as a background for the contact information.

bark@meanpug.com

[@meanpugdigital](https://www.instagram.com/meanpugdigital)

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