



Building a Brand

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When you first hang your shingle, don't just blindly go after any client you can get. In this guidebook, *Building a Brand: Measuring, Metrics, and Marketing*, Jo-Anna Nieves walks you through how to define your law firm's purpose and plan for its future.

BUILDING A BRAND

➔ Vision

- ➔ What do you want your business to become? What does success look like? Consider your business structure and culture. For example, "I want to create a space for employees where they feel supported."
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Mission

Define your organization

- Why does it exist?
- What is its reason for being?
- What are you passionate about?

When you recognize what your passions are and where your experiences come from, and why you do what you do, it's easier to target your market and your offerings to them.

Business Plan

Define your organization

- What is your plan for the success of this business?
- What's your plan for the people you're going to help? For your employees?
- Plan for the space you're going to function in.
- How much money do you need to earn for the year and how will you earn that money?
- Plan for marketing.
- Plan for executing monthly, quarterly?

Do market research! Understand your target client's background, income, family life, and more.

Presentation

Define your organization

- Write down three words that best represent you and your business or how you want to be perceived. How are you going to present yourself to the public?
- Consider visuals on your website that express your brand.
- You are a representation of your business at all times!

People looking for legal services are consumers. They're shopping the same way they shop for anything else.

 A black and white sketch of a person from behind, standing with their hands on their hips. A large speech bubble is positioned above them, containing text. The background is a light blue wash.

Consider your business structure and culture.



BUILDING A BRAND

Marketing

TARGET CLIENTS. Do market research! Understand your target client's background, income, family life, and more. Survey every lead and client.

- What are you looking for in an attorney?
- Where did you search for an attorney?
- Did you find what you were looking for at our firm?
- Why did you not hire us?
- You hired us and then changed your mind, why?
- Would you refer us to a family member or friend in a similar situation?
- What three words would you use to describe our firm?



Without keeping track of where new clients are coming from, you can be wasting time and money with your marketing campaigns.



Campaign and Plans

If you're not keeping track of where new clients are coming from, you're wasting time and money with your marketing campaigns. When developing a campaign, start with a hypothesis or ROI.

- How many cases do you want out of this campaign?
- What should your average conversion rate be?
- How many contacts or leads can you generate?

Make an educated guess or ask your community. Once you start tracking your tactics, you'll be better informed to make marketing decisions that will bring you a solid return on investment. If you hire a marketing vendor, know your key performance indicators. You tell them your expectations for your marketing dollar.

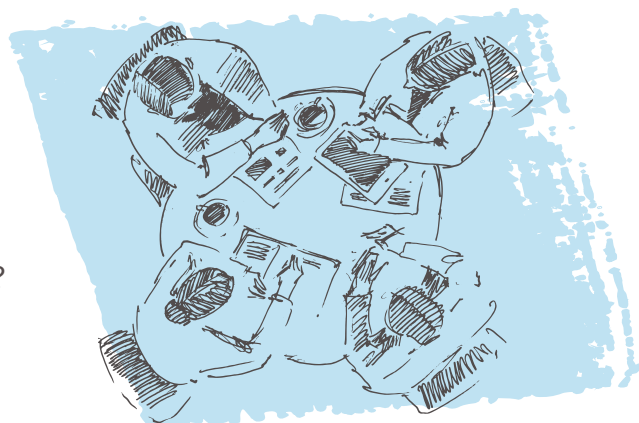
Referrals

Don't be intimidated by the idea of letting business go to other people because building those relationships can bring returns to you that are measurable. When you refer a client out, check in with the attorney and the client to see how it went.

- Determine if the referral connection is a good one to sustain.
- Determine if that is the right lead to refer.
- By nurturing those connections, you become top of mind for other people.

Understanding Consumers

People looking for legal services are consumers. They're shopping the same way they shop for anything else. Just like a restaurant goer, legal consumers want to be acknowledged right away, served in a timely manner, and to receive a nice presentation.



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