



Find. Get. Grow.

41 TOP TIPS FROM AN EX-LAW FIRM MARKETING DIRECTOR WHO KNOWS HER SH*T


Law firms are exciting, complex, challenging, opportunistic, frustrating and innovative businesses all at once. The opportunities for law firms to grow and create competitive advantage have never been greater. But many law firms are their own worst enemy with mind-sets and practices that are holding them back.


In this short guide, [Clare Fanner](#), a legal sector marketing specialist and ex-marketing director for two leading regional law firms, shares her top marketing tips to get better results.





41 Top tips from an ex-law firm marketing director who knows her sh*t

1. Clients come first. Always.
2. It is not your client; it is not even the firms' client. You are the client's chosen legal adviser for whatever services they use you for. Know this, respect this and change your mind-set in how you approach managing client relationships.
3. Understand your clients. Who are the people that you can best help that will deliver work that you want?
4. Don't forget your existing clients when it comes to marketing and business development.
5. Law firms – talk more about how you help and less about yourself.
6. Speak your clients' language – show them you understand their problems, challenges and opportunities; tell them how you can help them achieve the results they are looking for. Engage, inform and educate.
7. Lawyers – you are amazing experts, position yourself as helpful and insightful – THE go to lawyer.

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8. If you don't know where you're going, any road will get you there. Have a vision and clearly and well defined goals.
 9. Have a strategy. Know your 'why?'
 10. Have a plan. Ensure it identifies the why & who and the problems & solutions.
 11. Implement. Until implemented, it's only a plan. Resource it, commit to it, don't get distracted.
 12. Have a clear and strong position. Make sure it is true, provable, relevant and important to your clients.
 13. Set SMART goals.
 14. Have proof and data to support your decision making.
 15. Do less but do it better. Be realistic about what you can do with the resources at your disposal. Do things well and to a high quality.
 16. Have a marketing and BD budget. Make sure every £ has a purpose. Have a flexible but accountable approach to how and where budgets sit and are managed.
 17. Remember – you don't have to shout the loudest or the most to be heard.

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18. Have clear succinct messages. Focus on agreed core messages and keep on topic.
 19. The human desire to share is unbelievable – create digital assets that can be shared.
 20. Be smart.
 21. Your approach to ‘selling’ – create VALUE not funnels; don’t close sales – open relationships; don’t dangle carrots – give great first and subsequent experiences.
 22. Be agile. Be flexible to respond to opportunities, challenges, market developments and the results you are getting.
 23. Don’t do things because you’ve always done them. Do them because they work.
 24. Measure what you do. “If you can’t measure it, you can’t improve it.” (Peter Drucker).
 25. Lawyers – don’t start a conversation with your marketing team with a request for an activity; start by explaining your objectives and defining your target audience. Then jointly discuss the best way to achieve the goals and objectives you have set.
 26. Listen to and trust your marketing team – they are amazingly versatile, hard working experts.

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27. Ditto your supplier partners.
 28. Let your Head of Marketing do their job. Trust them. Empower them. Give them accountability and responsibility. Give them the freedom and scope to deliver their expertise for your firms' benefit.
 29. Involve your supplier partners. They are part of your team; they are experts; they are trusted; they will welcome the opportunity to contribute to your success.
 30. If you don't have the right supplier partners that 'get you' and work collaboratively with you towards your goals, change them.
 31. Put in place good resource and empower them to do the job.
 32. Marketing teams – keep on top of developments. Drive innovation and value in your firm.
 33. Put in place structure and repeatable processes to ensure consistency and success. Make your marketing an asset to the business.
 34. Invest in your website and your digital presence. All types of clients will check you out online; ignore it at your peril.
 35. Don't pitch without asking questions. Make sure you have a chance of winning the opportunity. Make sure you meet their requirements. Make sure you have resource and skills to produce a decent pitch.

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36. Invest time in having the right people in meetings. Just because it's not free earning time doesn't mean it doesn't have a value to the firm. The right people can make the right decisions and help growth and avoid procrastination, slow delivery of projects or, worse still, doing the wrong things or nothing.
 37. The Elvis factor: A little less conversation, a little more action. Don't procrastinate.
 38. Don't let apathy hold you back.
 39. Don't have decision making by committee.
 40. Be a partnership that empowers, makes decisions, sticks to them and progresses projects and activities.
 41. Get out of your comfort zone. Push the boundaries. Don't be afraid to be different. Don't be afraid to 'do' different.

ABOUT THE AUTHOR



Clare Fanner is a legal sector marketing specialist who works with law firms to provide them with the tools, skills, knowledge & confidence to achieve their goals. Prior to setting up Find Get Grow, a legal sector marketing consultancy, Clare was the marketing director for two mid-sized regional law firms - one a top 100 UK law firm and the other the "fastest growing independent law firm in the UK" (The Lawyer).

Clare brings a fresh perspective and approach to law firms. "It all starts with having a strategic approach, no more 'doing things we've always done', it's much more about having clear goals and then doing the right things to achieve those goals."

With a strategic approach and a 'roll her sleeves up' attitude Clare has worked with numerous law firms on a range of projects including developing websites, brand refresh and repositioning as well as CRM projects, mergers, developing marketing strategies and plans for whole firms as well as for individual teams, mentoring law firm marketers, guiding on (and for some firms, producing) legal directory submissions and leveraging existing client relationships.

Clare is regularly invited to speak across the UK. She has an engaging, humorous and sometimes provocative style - she doesn't shy away from saying what needs to be said!



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