

## Why “Cookie-Cutters” Don’t Work in Professional Services Marketing

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**Q.** My managing partner and I just came back from a marketing seminar. The speaker said that she had an advertising and PR program that would work for all law firms. She went on to claim that her program would work regardless of size, practice area or target market. Further, she offered “guaranteed results” of some nature but frankly we are dubious. It sure seemed like a canned program to us. We’ve seen the same thing offered in internet marketing – SEO and other programs in which they say that their program can work for any law firm.

So, now comes our question: Is there such a “one size fits all” marketing program for lawyers?

**A.** You are very astute to be questioning the presentation. Think about this for a moment: If your legal practice was a plaintiff personal injury firm, would it have the same target market as a business litigation firm? Of course, not. Would the same marketing programs, such as heavy internet ads, work in the same way? You already know the answer. The problems with the speaker’s hypotheses are many, all stemming from a lack of understanding of fundamental marketing principles. Unfortunately, there are too many individuals calling themselves “marketing consultants” who cannot even properly define the term and typically don’t have a degree in marketing or experience beyond a subset of marketing, such as advertising or PR.

It is important to realize that there is no such thing as an effective “canned marketing program” for all firms; a successful firm will have a marketing program designed specifically for its unique parameters. It will utilize methods that are tailored to achieve the firm’s objectives. These methods might include professional management of advertising programs, effectively designed publicity programs, practice development training for attorneys, well-coordinated corporate image materials, and a variety of other marketing tools.

### A Rainbow of Options — Which to Choose?

Your firm would likely benefit from strategic marketing planning, which combine the unique effectiveness of different marketing methods. This is absolutely crucial. Marketing is the most diverse business discipline, and as such, there is an extremely wide array of techniques to utilize.

Non-marketing professionals are often surprised to hear me point out that some marketing tools are more effective than others for specific goals. Thus, selecting the wrong marketing tool for a specific goal will not bring the desired results. For example, investing only in advertising for the sole purpose of generating sales leads may be a waste of resources.

So how do you select one method over the other? Realize that there are many components to an effective marketing program, so you need to select the right options. There is no one approach that works best! Why? Because each firm is unique — different markets, services, pricing, personnel, culture, etc.



### How Will Your Firm Benefit From a Marketing Plan?

What will you gain from strategic marketing planning? There are

numerous potential benefits of using *Strategic Marketing Plans*, including:

- Identify your most profitable markets
- Establish realistic goals
- Select appropriate marketing techniques
- Create strategies that bring results
- Make the best use of various marketing tools
- Streamline costs
- Maximize your efforts for the time expended

### Getting Started

A professionally-designed marketing program is founded upon a systematic approach to developing short and long-term strategy. Qualified marketing professionals are an imperative to the success of this process, so contact **Kevin Brown Marketing & Consulting** when you are ready to start.

### About the Author

Kevin W. Brown, M.B.A. is president of Kevin Brown Marketing & Consulting. Founded in 1991, the firm is known as “*The Specialists in Professional Services Marketing™*”. He is a nationally-recognized expert in the field, a frequent speaker, and has published over 100 articles. Contact Mr. Brown with your questions at ph. 714-965-1556 or e-mail: kb@KevinBrownMarketing.com.