

# “Maximizing Your Marketing Budget in an Uncertain Economy”

**Serving Clients In:**

Orange County • San Diego • Riverside/San Bernardino  
Los Angeles • Ventura • Santa Barbara

**Phone:** 714-965-1556

**Website:** [www.KEVINBrownMarketing.com](http://www.KEVINBrownMarketing.com)

## Who Are We?

- Widely recognized as the *premier* marketing firm in Southern California specializing in serving professional services firms (lawyers, CPAs, financial services, insurance, etc.).
- Founded 1991 (20+ years experience – we aren't newcomers to the industry!)
- Serve all of Southern California
- Owned and managed by Kevin W. Brown, M.B.A.
  - ◆ **Former employment:**
    - ◆ *Director of Marketing for Deloitte & Touche, Orange County*
    - ◆ *Corporate Banking Officer, Bank of America*
    - ◆ *Strategic Consultant, Geneva Companies*
  - ◆ **A nationally-recognized expert in law firm marketing**
  - ◆ **Author of dozens of published articles**
  - ◆ **Frequent speaker to Bar and other attorney groups**

## Who Are We? (cont'd)

- **Full-service marketing support, including:**
  - ◆ *Strategic marketing planning*
  - ◆ *Targeted Marketing Programs*
  - ◆ *New Business / Sales Programs*
  - ◆ *Rainmaker & Practice Development Training*
  - ◆ *Marketing Materials / Graphic Design*
  - ◆ *Internet Marketing*
  - ◆ *Branding & Positioning Consulting*
  - ◆ *Advertising Agency*
  - ◆ *Public Relations / Publicity Agency*
  - ◆ *Event Management & Marketing*
  - ◆ *Client Relations*
  - ◆ *Management Consulting*
  
- **Part-Time Director of Marketing™ Service = *Active management and implementation of all marketing programs***

## **Current situation:**

- **Economy making progress but lots of uncertainty**
- **Many firms still watching their \$ very closely**
- **However, you need to spend \$ on marketing to generate revenues!**
- **So, what to do with a limited budget?**

## **A key fact:**

*“The firm that markets actively during a recession, when everyone else is playing it safe, can bring about a **dramatic change in market position.**”*

## **Studies provide the evidence:**

- **Biggest sales increases *during* recession were experienced by firms that marketed more than others**
- **Sales and profits dropped off at firms that cut back on marketing**
- **After the recession, *those that had marketed* averaged significantly higher sales growth for the following 3-5 years**

## Impact of marketing:

- Lifeline during a recession
- Retain existing clients
- Obtain new clients
- Gain additional revenue
- Strengthen market position

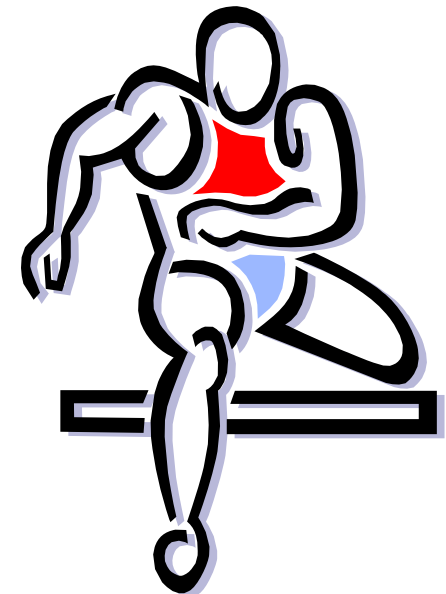


## How is your firm reacting?

Do nothing and wait?



Or move forward?





# **To maximize your marketing budget:**

- 1. Don't waste money!**
- 2. Have a well-designed strategy**
- 3. Implement and track your plan**

**To maximize your budget, you need to avoid ...**

# **Wasting your precious \$\$\$ resources**

- 1. Don't waste \$\$\$ by selecting the wrong techniques**
  - **\$3k/month for SEO**
  - **\$25k for advertising that doesn't work**
- 2. Don't have non-marketing personnel develop and implement your strategy!**
- 3. Don't copy another firm's marketing program**

# **To maximize your marketing budget:**

- 1. Don't waste money!**
- 2. Have a well-designed strategy**
- 3. Implement and track your plan**

## Marketing strategy

# Traits of Successful Firms

### SUCCESS:

- Well-rounded
- Objective-oriented
- Consistent
- Committed budget
- Sophisticated management
- Priority



### FAILURE:

- Fragmented
- Unfocused
- Inconsistent
- Tentative budget
- Unrefined management
- Unimportant

## **To maximize your budget:**

- 1. Don't waste money!**
- 2. Have a well-designed strategy**
- 3. Implement and track your plan**

**Maximizing Your Marketing Budget**

# **Sample BizDev Strategies**



## Maximizing Your Marketing Budget

# Sample BizDev Strategies

1. Develop a ***systematic, cohesive*** internet marketing campaign



# **"It's not your parent's Internet anymore!"**

**Web 2.0: 2nd generation of online tools;  
applications that facilitate participatory  
information sharing and collaboration on  
the World Wide Web.**

**... it's impact is affecting your daily life  
and your firm!**



# Key Internet Marketing Techniques

## 1. Websites are still fundamental!

- *Keep up with applications, uses and technology!*
- *Informative, useful content*
- *Mobile use*
- *Web stats*
- *Tie-in with other internet marketing tools*

*Key Techniques for*

# Internet Marketing

1. Websites

2. Client e-communications



# High-value Client E-Communications

## E-newsletters:

- *Make it something they want to read!*
- *Tips, articles, PR and resources*
- *Different levels of readership: See, review, in-depth*
- *Tracking, stats, use for future marketing efforts*

# High-value Client E-Communications

## Blogs and microblogs:

- Will your clients [benefit from your blogging?](#)
- **RSS feeds**
  - RSS feeds are a family of web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.
- **Twitter:**
  - Twitter is a real-time information network that connects you to the latest information about what you find interesting. Simply find the public streams you find most compelling and follow the conversations.
  - [Example](#)



***Key Techniques for***

# **Internet Marketing**

1. **Websites**
2. **Client e-communications**
3. **Social networking**



# **Social networking: Why, when and how!**

- *Constantly evolving*
- *Key benefits*
- *Mitigating risks*
- *The major players*



# **Social networking: Why, when and how!**

## **Mitigating risks:**

- *Develop a multi-disciplinary team (HR, legal, IT, marketing, risk management, compliance and ethics)*
- *Identify intended use (marketing, work-flow, research, HR, personal)*
- *Perform a risk assessment*
- *Develop HR policies and implement safeguards*
- *Train personnel in social media policies*
- *Monitor social media chatter*



***Key Techniques for***

# **Internet Marketing**

1. **Websites**
2. **Client e-communications**
3. **Social networking**
4. **Video-based collaboration**



# Video-based collaboration: Should estate planners use it?

## YouTube

- Founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. See our company timeline for more information on our company history.

- [Example](#)



*Key Techniques for*

# Internet Marketing

1. Websites
2. Client e-communications
3. Social media
4. Video-based collaboration
5. Advertising, PR and Publicity

# On-line Advertising, PR and Publicity

**These are still relevant tools!**

- Advertising, [SEO ads](#), interactive, mobile
- Sponsorships
- Promotion (special offers, coupons and discounts)
- Webinars and podcasts
- [Articles](#)



***Key Techniques for***

# **Internet Marketing**

1. **Websites**
2. **Client e-communications**
3. **Social networking**
4. **Video-based collaboration**
5. **Advertising, PR and Publicity**
6. **Search engine optimization**

***Key Techniques for***

# **Internet Marketing**

1. **Websites**
2. **Client e-communications**
3. **Social networking**
4. **Video-based collaboration**
5. **Advertising, PR and Publicity**
6. **Search engine optimization**

# **SEO: Why, when and how!**

## **Why:**

- *Do your clients come from internet sources? Should they?*
- *Do your referral sources look to you for advice?*
- *Do you provide useful information/resources on your website?*



# The difficulty of getting on the first page of Google ...



Ads - Why these ads?

[Trust & Estate Attorney | HessVerdon.com](#)

[www.hessverdon.com](http://www.hessverdon.com)

Orange County Trust & Estates Aggressive & Fast -Call 888-318-4430

[Orange County CPA - Show You How To Save Money](#)

[www.amtacpa.com](http://www.amtacpa.com)

Free Quote Call Now 714-288-8829

[Fountain Valley, Orange County CPA & Tax Services](#)

[aaccettacpa.com/](http://aaccettacpa.com/)

Alex A. Accetta, CPA & Associates, Inc. is a full service tax, **accounting** and business ... tax services, financial planning services, **estate planning** and much more. ... Located in Fountain Valley, **Orange County** - we're proud to provide our ...

[Orange County Estate Planning - Estate Planning ... - Irvine CPA...](#)

[www.maslercpa.com/estate-planning.php](http://www.maslercpa.com/estate-planning.php)

**Estate Planning.** We're proud to serve Irvine, **Orange County** and Southern California at the firm of Masler & Associates, **Certified Public Accountant.** ...

[Financial, Retirement & Estate Planning - Irvine CPA Firm](#)

[www.maslercpa.com/financial-estate-planning.php](http://www.maslercpa.com/financial-estate-planning.php)

**Certified Public Accountant - CPA** in **Orange County** - Irvine, CA ... provide Financial Planning, Retirement Planning & **Estate Planning** in Irvine, **Orange County**, ...

[Estate Planning - HMWC CPAs and Business Advisors | CPA ...](#)

[www.hmwccpa.com/estate\\_planning.php](http://www.hmwccpa.com/estate_planning.php)

**Estate Planning.** Safeguarding and accumulating wealth for your family's long-term financial security is an easier task with the help of a financial advisor. ...

[Orange County Tax Attorney | Los Angeles Business Law Lawyer ...](#)

[www.klasing-associates.com/](http://www.klasing-associates.com/)

... Law & **Certified Public Accountant** California Tax Business Law **Estate Planning** ... and I serve clients throughout **Orange County**, Irvine, Los Angeles County, ...

[Orange County Estate Planning Attorney | Los Angeles Probate ...](#)

[www.klasing-associates.com/Estate-Planning/](http://www.klasing-associates.com/Estate-Planning/)

In addition to my legal credentials as an **Orange County** and Irvine, California, **estate planning** attorney, I am a **Certified Public Accountant (CPA)**. With a master's ...

[Estate Tax Appraisers Los Angeles | Estate Appraisals for Estate ...](#)

[www.appraiservalues.com/EstateAppraisalAppraiser](http://www.appraiservalues.com/EstateAppraisalAppraiser)

Serving **Orange County**, Los Angeles, Riverside, San Diego, San Bernardino, ... Our clients include **estate planning** attorneys, law firms, **accountants**, **CPA** and ...

[Southern California Attorney, CPA, PFS in Orange County, Dana ...](#)

[www.taxmeless.com/news.htm](http://www.taxmeless.com/news.htm)

Nov 11, 2011 – Tax, business, real estate and **estate planning** attorney and **C.P.A.** with great experience, **Orange County**, Dana Point.

[Orange County CPA | Accounting Orange County | Estate Planni...](#)

[oniskoscholz.com/cpa-orange-county.php](http://oniskoscholz.com/cpa-orange-county.php)

**Orange County CPA | CPAs Orange County | Accounting | Estate Planning | Forensic Accounting Orange County.**

Ads - Why these ads?

[Protect Your Assets](#)

[www.privatecounsel.com](http://www.privatecounsel.com)

Protection from probate, taxes, frivolous lawsuits and more...

101 S. Kraemer Blvd., Ste. 200  
(800) 672-1835

[Estate & Trust Tax Expert](#)

[www.montagnainc.com/EstatePlanning](http://www.montagnainc.com/EstatePlanning)

Gregory M. Montagna **CPA**, CFP  
32 Years of Experience  
1101 Dove Street, Suite 190

[Estate Planning](#)

[www.wellsfargoadvisorsinfo.com](http://www.wellsfargoadvisorsinfo.com)

Free **Estate Planning** Information.  
Prepare Yourself & Your Family Now!

[Personalized CPA Services](#)

[www.afg-cpas.com](http://www.afg-cpas.com)

**Orange County CPA** Accounting Firm  
Free Initial Consultation

[Living Trust Package \\$449](#)

[www.pattersonlawoffice.net](http://www.pattersonlawoffice.net)

Living Trust & **Estate Planning**  
30 Years Experience, No Hidden Fees

[See your ad here »](#)

## Maximizing Your Marketing Budget

# Sample BizDev Strategies

1. Develop a systematic, cohesive internet marketing campaign
- 2. Use less costly marketing tools –  
*leverage down time!***



# Leveraging Down-Time:

*Focus on face-to-face interaction!*

- **Networking**
  - *Events*
  - *Personal meetings (breakfast, lunch)*
- **Call and meet with your old clients**
- **Articles**
- **Speeches**
  - *These have long-term benefits!*



## Maximizing Your Marketing Budget

# Sample BizDev Strategies

1. Develop a systematic, cohesive internet marketing campaign
2. Use less costly marketing tools – *leverage down time!*
3. **Reconsider previously expensive options**

## **These options could now be more affordable:**

- **Advertising campaigns**
- **Sponsorships**



## Maximizing Your Marketing Budget

# Sample BizDev Strategies

1. Develop a systematic, cohesive internet marketing campaign
2. Use less costly marketing tools – *leverage down time!*
3. Reconsider previously expensive options
4. **Take care of your clients!**

## **Client development tips:**

- **Show appreciation for their business**
- **Meet with them at no charge**
- **Add value (introductions, strategies to combat recession, etc.)**
- **Help them to reduce costs for your services**



## Maximizing Your Marketing Budget

# Sample BizDev Strategies

1. Develop a systematic, cohesive internet marketing campaign
2. Use less costly marketing tools – *leverage down time!*
3. Reconsider previously expensive options
4. Take care of your clients!
5. **Develop or improve your lead tracking and follow-up system.**

## **Why leads are dropped:**

- Are you operating “lean and mean,” serving clients ... and then *forgetting prospects*?
- Instead, follow prospects each step along the path to becoming a client
- Don't leave deals undone!



***“You will be more successful if you actively identify prospects, follow-up on leads, and work on them until the deal closes.”***



## Maximizing Your Marketing Budget

# Sample BizDev Strategies

1. Develop a systematic, cohesive internet marketing campaign
2. Use less costly marketing tools – *leverage down time!*
3. Reconsider previously expensive options
4. Take care of your clients!
5. Develop or improve your lead tracking and follow-up system.
6. **Get help!**

## **Finally, seek help from marketing experts –**

- Save money and do it right by *hiring a qualified marketing professional.*
- These professionals can prove to be *invaluable in avoiding mistakes and channeling your efforts in a productive direction.*

## **Ready to Get Started?**

- **If your firm desires our dynamic, strategic-oriented services, contact us today!**
- **We can assist you on a project basis, hourly retainer, or as your “Part-Time Director of Marketing”™**

**Kevin Brown Marketing & Consulting**

**President: Kevin W. Brown, M.B.A.**

**20861 Skimmer Lane, Suite 200, Huntington Beach, CA 92646**

**Phone: (714) 965-1556 Fax: (714) 965-2416**

**[www.KeinBrownMarketing.com](http://www.KeinBrownMarketing.com)**

**[info@KeinBrownMarketing.com](mailto:info@KeinBrownMarketing.com)**