

How to Manage
Telephone Book
Advertising
for Efficiency
and Productivity.



ADVERTISING ENGINEERED TO WORK.

KIRKPATRICK CREATIVE

CONTENTS

Balance is the Key	4
Testing Your Efficiency.....	6
Negotiating for a Better Rate	13
Take Control of Your Ad.....	19
The Engineered Approach	20

First Thoughts...

I have been working with law firms and small businesses for longer than I care to remember. I have known a lot of experts in a lot of fields. Yet, some of the smartest people I know have looked at advertising as magic beyond understanding.

While this mentality has gotten me a lot work, it is costing a lot of hard working people a lot of money.

Hopefully by taking one example—phone book advertising—and showing how the best methods are based on data, efficiency and basic math, we can demystify our field.

Hopefully this book will help you feel more responsible for your advertising methods. And will help you start to analyze those methods and generate better results.


The twentieth century is one of data. Everything can be measured and studied and held accountable therefore. There is no need for “guessing” at anything, anymore. Especially your advertising.

Good reading!

A handwritten signature in black ink that reads "Dan". The signature is stylized with a large, sweeping initial "D" and a cursive "an".

—Dan Kirkpatrick

2016



This free e-book has a simple purpose:
**To Guide attorneys on successful
planning for phone book advertising
productivity & efficiency.**

We often hear law firms struggle to analyze the value of (*and their commitment to*) phone book advertising. Usually, an attorney or firm manager just isn't sure if the ads are paying off. But they're afraid to lose whatever business may be coming from the phone directories. So, they sign again, because, without analytics on directory advertising productivity, *they feel that's their only option.*

This book will show you:

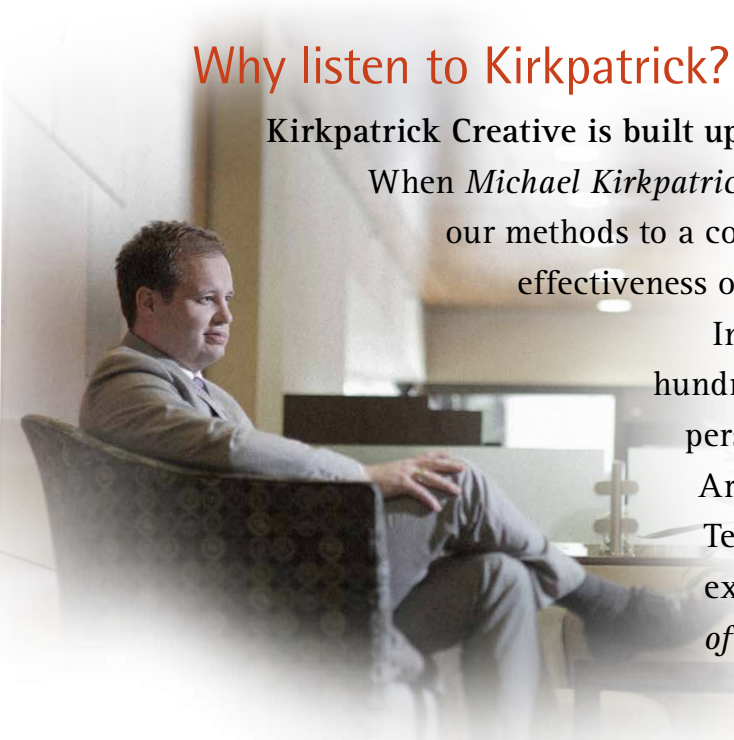
- I. Methods of Testing Your Ad's Lead Generation Effectiveness**
- II. How to Avoid False Invoice Scams**
- III. How to Better Understand the Ordering Process for Phone Book Ads**
- IV. How to Find the Order and Types of Ads in Your Book**
- V. How to Prepare for Rate Hikes and Negotiation Tactics from Your Phone Book Sales Representative**

Why listen to Kirkpatrick?

Kirkpatrick Creative is built upon engineered, data-driven marketing.

When *Michael Kirkpatrick* started here, he saw an opportunity to apply our methods to a common problem—evaluating and negotiating the effectiveness of phone book advertisements.

In five years, Michael has reviewed over a hundred phone book contracts and invoices. He has personally negotiated more than sixty contracts in Arkansas, Oklahoma, Mississippi, Kentucky and Tennessee. This hard work has developed an expertise which has *saved our clients an average of 30%* on their phone book advertising budgets.





A Unique Puzzle.

No two law firms are alike. Your firm has its specific firm personality, goals and unique marketing challenges. But law firms do have some things in common that all advertising campaigns should deploy. *A three-prong media strategy:*

- I. Traditional Media like television and radio
- II. Phone Book Advertising and
- III. Online and Digital Media

This book is *not* written to convince you to drop a Phone Book contract. Phone directories are still integral to any law firm's lead generation. But like any advertisement, these listings are only worth as much business as they bring in. You should hold every ad you produce accountable for generating leads and building clients for your firm.

These three key media must be in balance and working together within your advertising strategy. You must strike a media balance and know your advertising efforts and budget are spent wisely. Either the firm's advertising department or a hired outside firm must work to solve the unique puzzle of the *best* advertising strategy.

Phone Book contract considerations are an important factor in this puzzle.

This is "How It's Always Been Done."

Times are changing. We are finding that as firms develop stronger online voices, the need for phone book listings and ads is diminishing. Despite our having years of research data to back this up, we are still met with resistance. We hear arguments like, "But we've always had our phone book ad. That's just how it's always been done."

We understand. We aren't telling you to give up on phone book ads. But for the money you're putting into these ads, you need to be certain they are bringing in a measured, accountable return. This e-book should give you the tools to put your phone book ad to the test and ensure it isn't losing the firm money.



First Things First: Is the Phone Ringing?

Chances are, you have *two* listings in the local phone book. You're buying an advertising placement you've always run, PLUS you're getting a directory listing alphabetically at no cost. These two directory listings are probably for the same number.

STEP ONE in evaluating your paid advertisement against your free directory listing is to: **Separate Your Ad Placement and Directory Listing with Different Telephone Numbers.** Why would you want to run two numbers? To track, by telephone number, how many customers are calling based upon your paid advertisement placement, and how many are only looking you up alphabetically within the directory listings. We've tracked this and *the data is very telling*: Yes. Tracking calls from two separate numbers is a little involved. But you already worked hard to earn your money. *Shouldn't you work just as hard to make sure you're spending it efficiently?* It's time to **know**.

Now, since a different number is listed within your ad placement, the only people who dial from the listings number are client *prospects driven to you through advertising*—media, referrals or return customers. This is a clean, telling delineation. Analytics show, on average, a **free listings number will ring 64% more than the number associated with your phone book advertisement.**

Telephone Calls from Law Firm Client Prospects—

Directory Advertising VERSUS Directory Free Listings.



- Average number of calls from a PAID directory ad.
- Average number of calls from a FREE directory listing.

Average call leads generated for all Kirkpatrick Creative clients tracked, directory paid advertising and directory free listings. An average of only 36% of the total phone book directory client lead calls came from the paid advertising. An average of 64% of the telephone calls generated were from prospects only searching for the attorney's or firm name.



D.I.Y. Tip:

If you're running ads across channels and want an honest look at how a certain medium or specific ad is performing—create a new phone number and track the data! You can buy a toll-free number to ring through to any phone line you choose. This tip works across the board for quick feedback on any ad performance.

So just because your single phone number rang 1,000 times in the last three months, you shouldn't give your paid advertisement all the credit for driving telephone response. You can't make a good analytical case for that.

Apply our new ratio, and see your advertising dollars only generated approximately 330 calls. Remember these are just calls. They aren't clients. Factor in wrong numbers, repeat callers, cold leads and any other flukes—your ad's effectiveness just gets worse.

Phone book publishers are *only* able to track *some* of this information. But you need to track *all* the data to ensure you are getting the full picture of your ad's effectiveness. You can do this by simply tracking separate telephone numbers, or hiring a marketing company specializing in measurement and ROI to do it for you.

A Quick Story—Air Conditioning Repairman, Attorney at Law...

We had a client who wanted to try our test. He agreed to set-up a second number and see how much traffic his phone book advertisement was actually driving. We reviewed the alphabetical listing and found this successful attorney listed as:

John Doe, *Heating & Air Conditioning Installation and Repair*

No wonder his phone wasn't ringing! Client prospects looking for him thought he had an unlisted number. And a high percentage of his call volume were people sweating it out in the Arkansas heat. So *he was missing 70% of the call volume he was paying for* in phone book advertising. We immediately got on the phone with the phone book sales representative for a resolution:

Kirkpatrick: *I'd like to correct a listing in the listings of the directory.*

Representative: I'm sorry, but since I'm an advertising representative I have no control over the listings.

Kirkpatrick: *Who do I need to contact?*

Representative: I would assume the other offices might be able to help, but I'm not sure. We don't have anything to do with the listings in this directory.

So, a few hours later we found someone at the listings offices:

Kirkpatrick: *I'd like to correct a free listing in the free directory.*

Representative: We're still a few months from the next printing. We can't really change anything, right now.

Kirkpatrick: *I understand but my client is also listed incorrectly online. Can we at least change that?*

Representative: Print and online listings are entered into a database. We can't change either until the database is updated by your telephone service provider.

Kirkpatrick: *Can you help me update the database from your end?*

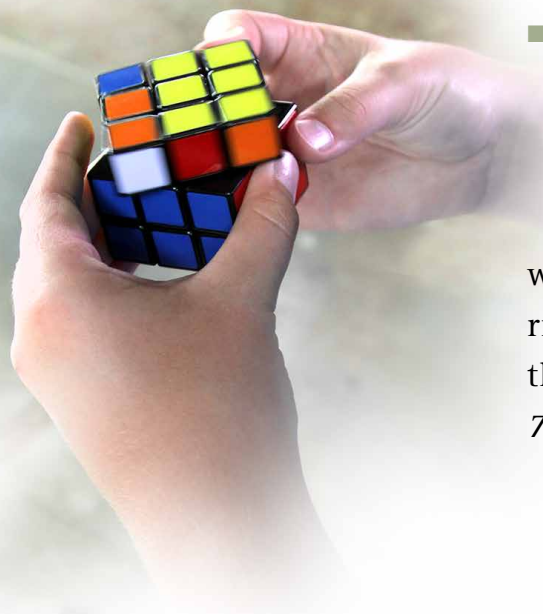
Representative: I'm afraid not. I don't have access to that. It isn't our database.

What we learned and what is vitally important to you is that **"phone directory listings are compiled by your local telephone provider"**—the company you chose for telephone service. If you want your directory listing corrected or updated, you will need to get it right *first* within *their* database. Here's the process:

Visit your telephone provider

- Oversee the correction of the listing.
- Get a copy of the updated database and proofread it carefully.
- Take that database to the local phone book publisher to ensure it is updated in their master database.

This is a hassle, but it is the way their system works—database to database. Get it right here, it'll be right in the phone book. And it's *still* more efficient than being listed incorrectly for a year (*at a cost of 70% of your phone response*)!





Avoid the False Invoice

We understand the first rule of communication is, “Know your audience.” And we understand you’re lawyers. You have a powerful sense of suspicion. But this is a book about managing phone book accounts. And non-phone book, false invoice scams have become too common for us to go without mentioning them.

Let’s say you’re running six ads in six books (which may be a problem unto itself, but we’ll get back to that). These six contracts are coming due at different times. You’ve run these ads forever. Your secretary, accountant or marketing team doesn’t even read the invoices anymore. They see that Yellow Pages logo and cut a check.

Understand the yellow pages are NOT RESPONSIBLE for these false invoices!

Soon you start getting more bills. Collection phone calls start coming in. They claim you’re signed to a phone book and if you don’t pay your bill, they’re taking you to court. Again, we know you would jump at the chance to take a conman to court. *But here are some tips on how to avoid getting into this situation:*

- Inspect every invoice thoroughly. Whoever is paying your bills should demand proof for every dollar that goes out the door.
- If you get a suspicious notice or invoice, call the billing agent. If they have no record of the charges, you’re being scammed. *If you think you have been scammed, you need to alert three authorities:*
 - I. **The Better Business Bureau** is always on the lookout for con artists taking advantage of small businesses.
 - II. **Your Attorney General** keeps a database of scam campaigns that are active.
 - III. If you received a fraudulent bill or a package in the mail, contact the **U.S. Postal Inspection Service**.



www.bbb.org (703) 276-0100

www.usps.com (800) 275-8777

www.justice.gov 202-514-2000

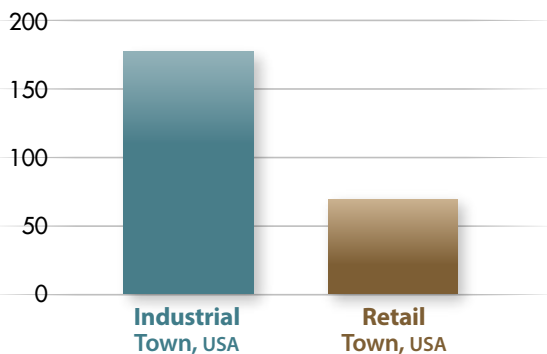
By now you know every ad in every book must be analyzed for its efficiency and calls production. *Let's say you're advertising in two books in two cities:*

- “Retail Town, USA” - has grown both residentially and commercially for years. A lot of money is flowing.
- “Industrial Town, USA” - is a much older city and has leveled-out over the last thirty years. The industry has fallen off and the growth is slower.

You're running in both books and getting some calls from Retail Town, and a lot of calls from Industrial Town. But remember, *efficiency isn't about the number of calls you get, but the cost of each of those calls to your budget!*

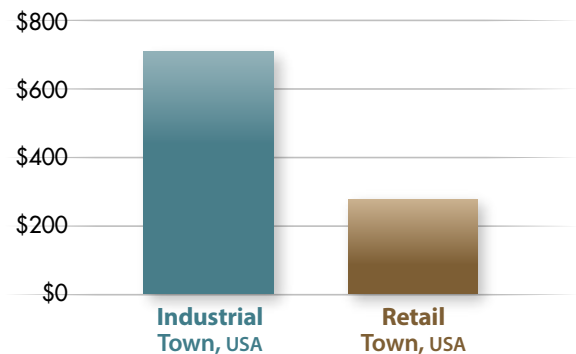
TOTAL BOOK

Telephone Calls



TOTAL BOOK

Cost per Call

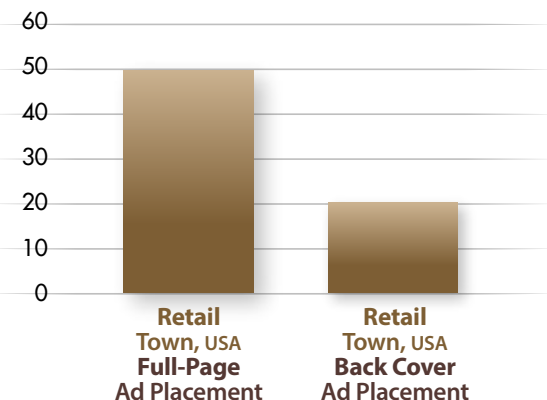


So with this run of analytics, your first reaction might be to scrap your ads in Retail Town altogether (*you're paying over \$600 a call!*), and focus your energy on Industrial Town. That is not an incorrect analysis. But it might be an incomplete analysis. *Let's take it a step further...*

In the Retail Town book, you're running a single-page ad as well as buying the coveted back cover space. By running separate phone numbers from these two ads, *we see individual cost-per-call that looks like this:*

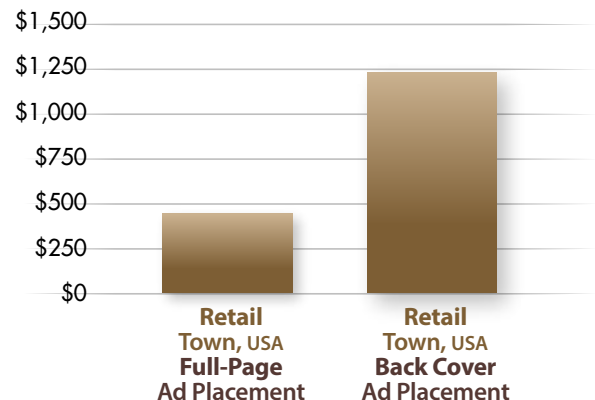
INDIVIDUAL ADS / BOOK

Telephone Calls



INDIVIDUAL ADS / BOOK

Cost per Call





Now we see that the cheaper single-page ad is generating over fifty calls, with a healthy rate of \$400 per call. However, the number listed on the back cover is only ringing a little over twenty times, generating an outrageous rate of almost \$1200 per call!

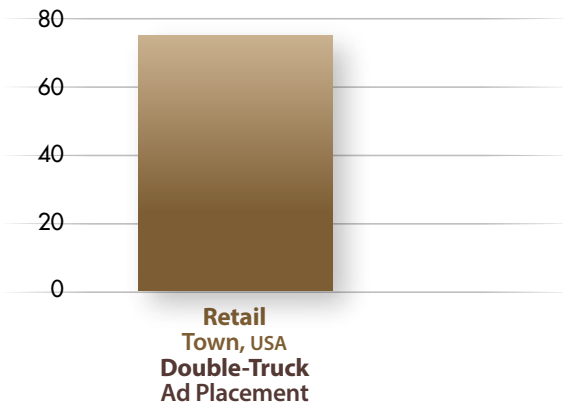
So now we understand it isn't the entire Retail Town book that is underperforming, just the back cover ad!

This is what Kirkpatrick Creative might suggest as a phone book strategy for Retail Town, USA:

- Drop the back cover. In this scenario, a law firm will have a hard time realizing a return on this over-priced page space.
- Up your single truck ad to a double truck. *Now you're plan compares like this:*

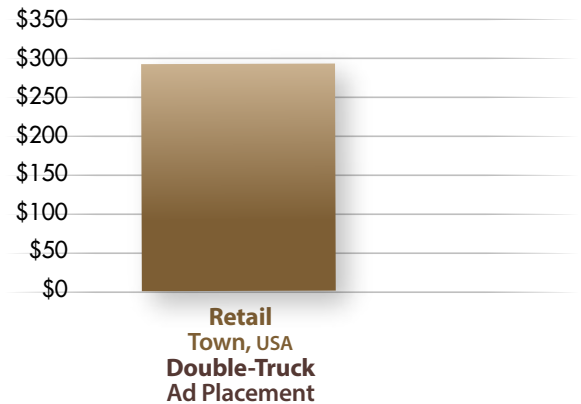
INDIVIDUAL ADS / BOOK

Telephone Calls, *Projected*



INDIVIDUAL ADS / BOOK

Cost per Call, *Projected*



We can project a very slight increase in the number of calls, but a huge *decrease* in the cost to advertise in the book—at over 50%!

With one double-truck ad, the Retail Town book is only going to increase in call volume by about 4%. However, since that one ad is much cheaper than your former dual-ad strategy, you save around 51% on your annual contract to the Retail Town book!

This is what efficiency through analytics is all about!

You no longer have to trust ads to work, and pay contracts blindly. Separate the numbers, analyze the results and invest in the ads that work. It really is just that simple!

Is Your Phone Book Advertising Bringing You Clients?

When a firm realizes too much of their budget is going to phone book advertising, their first reaction is to buy less space. Get ready. Phone book publishers are more than prepared for this inevitability:

Most phone directories prioritize advertisement position in their books, first by the size of the ad, and by the length of the contract.

Double-page ads which have been in the book for seven years are placed before newer double-page ads that are only a few years old. And both of those ads will be placed ahead of a single-page ad which has run for a decade.

This negotiation goes something like this:

Customer: *I'd like to dial my ad space back to a single page. I just can't afford it anymore.*

Representative: I understand, but please realize if you change your ad size your placement will fall from the middle of the double-page ads, all the way back to the very back of the single pages. Is saving a little money, worth losing that exposure?

Customer: *I guess you're right. I'll stay where I am.*

See that? Through pressure, the rep convinced the customer to keep an ad placement, that he suspects isn't worth the money. The rep simply *implied* a prospective customer would tire at the chore of turning those extra pages.

But how many pages is it—really?

You're probably advertising in a rural phone book to reach a clientele with limited computer access. *Or you're in a larger urban book to remain relevant:*

- If you're worried about falling behind senior ads in a smaller book, study how your book actually stacks up. Chances are, by changing position, you might only lose a couple of pages—but few prospects will give up that fast.
- If you're in a larger book, fighting for relevance in a sea of other double or single-page ads, consider how effective that ad really is at generating leads and clients. Changing an ad size might worsen your position, some what—but in a saturated market, does position really mean that much?

We aren't saying get rid of your phone book ad altogether, but evaluate its lead generation capability and find a placement (and a cost) that makes the most sense. Analysis will breed efficiency for your tight advertising budget.



The Rules of Negotiation!

With the increasing popularity of the Internet, print directories are struggling under fierce competition. So what is it that you have, they want? Your ad in their book.

Don't go into a contract negotiation upset with the price you've been quoted. This doesn't mean the representative has all the power. He knows you're gonna negotiate. So get serious and ask for everything you want!

And while you're asking and they're primed to deliver: Since databases are being updated, this is a great time to ensure names and numbers are correct in the critically important directory listings of his book!

Your grandfather may've started working with a media outlet forty years ago. That business has remained strong for three generations. You have a wonderful relationship with the management, and love doing business with them. But if in the last quarter, their readership fell significantly, your advertising rates drop accordingly—or you don't buy from them again. Less viewership costs less. Less viewer response to your ad? Less cost to you!

RULE #2:

If you don't ask for it, you won't get it.

A note on “Agency Commission”: An advertising firm is in your best interest, since: *Our fee comes exclusively from the phone book!*

Kirkpatrick is commissioned the standard 15% for our work, from the directories—as a recognized agency. Telephone directories are willing to pay this, because we design and produce your advertisement to your specification, saving them the work. Our commission is deducted from your final negotiated rate with the publisher. You pay the same rate, either way! *So a simple numbers example could be:*

- If your phone book sales rep asked for \$100, you'd pay a gross rate of \$100.
- If Kirkpatrick was your advertising agency and you chose not to negotiate the rate, then you would pay the phone book \$100 and *they* would pay us \$15.
- Finally, if Kirkpatrick was your agency and did negotiate the rate. We would try to renegotiate your advertising placement.
- Our average reduction is 30%. Now, you pay the phone book \$67 and they pay us approximately \$10. **Better Math!**
- In the end, the quality of the ad is better, it works better (*producing more leads*) and you are more likely to renew your contract. Everybody wins!

RULE #1:

Understand what you *have*, that the other guy *wants*.

RULE #3:

If the numbers aren't there, neither is *your business*.

A Quick Story - Leverage is the Key!

Kirkpatrick Creative represented the biggest car dealership group in Western Arkansas. Meanwhile, a large law firm was considering bringing us on as their advertising agency. As a test, we offered to negotiate their current media buy. They agreed.

We had recently completed a successful media buy for the car dealership throughout the region. The media outlets were happy to offer us discounted rates on the car ads, because the dealership was the number one volume buyer across the board, and had been for years. Those meetings were very enjoyable for everyone.

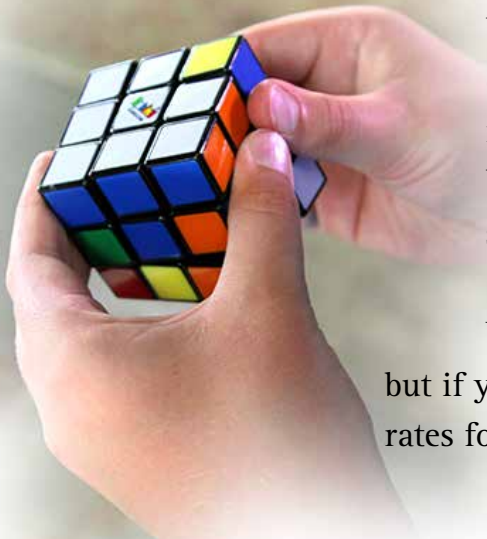
So we came back to the law firm, and much to the media outlets' dismay, we negotiated the same discounted rates on the new client's ads. We did this even though the firm's media spend wasn't close to the dealership's. The media outlets were fierce negotiators, but eventually agreed to the lower rates.

You might think that was a risky gamble, especially putting two large clients' advertising on the line, but we *knew* it wasn't, *because*:

- We understood that even though we were negotiating for the law firm, we still held control of the car dealer's business. We knew the media outlets needed that business.
- We also knew what we wanted: much lower rates for a prospective new client. And we weren't afraid to ask for it.
- And finally—it simply didn't add up for one of our clients to pay one rate, and another to pay something much higher. That math doesn't make sense. There was elbow room in the numbers for negotiation.

The happy ending of this testing phase story is that we saved the law firm 17% of their current advertising budget. We did this through analytics based on experience. The law firm simply didn't have the data, and were in no position to negotiate. We effectively made it impossible for them not to hire us at our 15% rate, because it was cheaper than their current advertising spend.

We're not saying every negotiation will be this fruitful, but if you understand the rules, you'll know how to pursue better rates for your firm!





Pick a Winning Horse!

Law firms taking cases in rural areas often advertise in multiple directories. It makes sense. You want to reach the widest audience with your message. However, this usually means negotiating multiple contracts for different areas. Publishers make these contracts renew on different cycles. They know the negotiating process is difficult and if you do it in June for one book, you won't have the energy to do it again in September for the next. **“Trying to get all your contracts on the same schedule is an end-sum game. It can't be done... we've tried.”**

However we do have a couple of tips for firms running multiple directories:

Tip #1 - Individual phone book accounts still fall within your overall advertising budget!

We often hear, “We have an advertising budget of \$300,000 and we also spend another \$250,000 in yearly phone book contracts.” *This is dangerous thinking.* Is your phone book advertising above scrutiny? Absolutely not. What are you doing in these phone directories, if it's not advertising (and expecting a return on the money)? Each of these ads, and the money you're putting into them, should be treated as such.

D.I.Y. Tip:

Always surprised when another Yellow Pages contract comes up?

Visit www.realpageslive.com to find a contract schedule for every YP directory in the country!

If you spend money on a television commercial for six weeks... and it doesn't generate a single lead, what do you do? Pull it from the schedule and replace it with a commercial that produces response. Demanding accountability should apply to all your advertising, not just electronic media! *This leads us to:*

Tip #2 - Only advertise in the books that generate leads for your firm!

If you're running those six ads, and only three of them are bringing in phone calls, why are you investing in the other three directories? That money should be saved and redeployed into buying television, or SEO or go right into your pocket! You may be wondering, “How can I know which phone book ads are performing and which aren't?” You already have the answer for that...

Give each book an individual, trackable telephone number. Then follow where the data leads you. What's working? What's not?

As long as you're paying, the phone book publishers will set up as many numbers as you need. So run the tests, do the math and save some money!

Don't Kill the Messenger!

While all of this can be frustrating, the thing to remember is that phone book advertising is not an “us versus them” scenario. Despite any pressure from your sales representative, at the end of the day, *you and he have the same goal:*

You both want the ad to run and generate sales!

If he walks out of this meeting without budging an inch and loses your business, his commission is less and his phone book is weaker for it. So even if it is selling ads at the discounted rates you want, he still wants to sell ads. *Here are some tips to make sure your sales rep is your friend:*

Tip #1 - Work to find a rep in a small region and a small office.

If you advertise in a smaller, rural listing, your phone book representatives office is probably a group of three or four reps doing most of the work (*maybe just one!*) With less attention from corporate, these reps will have the ability to offer discounts or specials to ensure a sale in their smaller book. Be friendly! If you're on good terms, you might get a surprise phone call with a discounted rate!

Tip #2 - Help them meet their deadlines.

Don't stall negotiations until the week before printing, because you think it gives you the power and leverage. All the delay tactic does is put the pressure on your representative, making him much less likely to be friendly and open once negotiations commence.

The same can be said for paying your bill on time. If your representative is in charge of an account that is constantly delinquent, how do you think he is going to feel about contract negotiations? Make things easier on yourself, by making things easier on your rep.

Once the local representative is on your side, *here are a couple of favors to ask for:*

Tip #3 - Ask for a “First Time Advertiser Discount,” even if you're a returning customer.

If you and your rep are in negotiations and on good terms and you still can't get to a rate you're comfortable with, remember: He probably has a “*First Time Advertiser Discount*” available, he keeps up his sleeve. The amount of this discount varies from region to region, but it is a quick fix for dropping that rate—before negotiations turn sour.



Tip #4 - Get multiple books for the same rate!

Remember how Kirkpatrick Creative was able to leverage the law firm advertising rates because we also represented the car dealership (the largest regional media buyer). In rural areas, where different small communities advertise in different books, these regional offices are still managed by one or two reps.

So let's say, you have four ads in four different books, all managed by the same rep. Two of these ads perform well regularly, while the other two show little return. *Here is your plan:*

- Negotiate the weaker ads first, and get a discounted rate, based on your analytics.
- Your rep is already happy that you're even keeping the weaker ads.
- He mentions higher rates for the more successful books and you...
- Demand the same discounted rate for all four books—or he risks losing all of your business!
- He really has little choice but to agree—and you get a killer, comprehensive ad plan.

A Quick Story - It All Comes Together!

Our client's phone book ad contract was up and they were struggling with the renegotiation process. They let us take the reigns.

The scenario:

- They were running a full-page ad in a smaller, rural phone book.
- The sales representative was raising the rate for the same amount of space.
- This book offered cover-space, for a much larger price.
- They made the choice to stay in the phone book, but they wanted a killer rate.

A New and Improved Scenario:

- We reviewed how the client's book stacked up.
- Found that the client's full-page ad was near the fourth in a section of six.
- The book had no half-page ads.
- No one was buying the cover ad-space (*premium territory for a premium price.*)

We went into negotiation knowing our expectations. *But more importantly we knew the order in which we were going to demand them:*

- We told the rep we wanted the cover ad. We were gonna pay for it (*we may have negotiated it down a tad, but not much*). He was excited to sell this cover space.
- Then we took a half-page ad instead of our full-page. He immediately came back with the negotiation tactic of moving to the back of the line...
- But we knew there were no half-page ads in this book, so really we were losing two pages of placement position (not much). He conceded.
- Finally, we said our half-page ad was going to be the only one in the book. It would have to be redesigned from our classic full-page spread. And the printer would need to move up the quarter-page ads to cover the blank space...
- Since our half-page ad was already at the back of the full-page ads—why not just keep our full-page ad design, only charge us for the half-page and take out all the work for everyone? We had already bought the cover space—We’re practically his best friends!
- He agreed.
- Now the ads are running and working—pulling leads for the firm. Success in efficiency.

So at the end of these negotiations this is how this buy shook out—

- The Rep asked a higher rate for our client’s same full-page ad.
- We got a full-page ad at half the cost, lost just one page in placement and used the money saved to get the Cover Space.
- Effectively, we paid the same rate and got the cover for free.

We could only do this because we knew:

- What our client’s book looked like before the negotiations.
- We should lead with a “demand” that would make the representative happy.
- Which negotiation tactic the representative would use to block our demands.
- And we needed to hold our “friend card” until the very end.





Take Control of Your Image

So you’ve negotiated and gotten to a rate both you and your representative can agree on. What an accomplishment! But wait—you don’t even have an ad yet! Telephone directories usually employ a stable of ad designers to pump out pages of similar looking pieces. The use of these designers is often included in your negotiated rate. *And that may seem like a good thing, but remember:*

- You are paying premium money for this ad space, why leave it up to someone with no personal investment in the ad’s success?
- Phone book designers don’t know you, your competitors or your brand.
- They are working on hundreds of ads for long distance advertisers at the same time.

We recommend working with an advertising firm, an in-house designer or contracting with someone so that they can help you create a unique ad showing off your voice and vision.

But you may be thinking, “That’s just going to cost me more, on top of the rate I already negotiated!” Not if you know you’re paying a designer when you go into contract negotiations. Remember those rules of negotiations we talked about earlier—*If you want an independent designer, then ask for it!*

Three Must-Haves for Your Directory Ad

A prominent phone number.

After all, it’s what your prospect is looking for. He’s not shopping, he wants to call you. Now. Don’t make it hard!

1

The ad needs to look like you.

Don’t cram in too much. Your prospect will respond to simple and clean design. These are “approachable, blue collar guys. The ad looks like who they are.

2

Your logo needs to be large and legible.

If your logo is in a script typesyle, it had better be large enough to be read. Make it readable... it’s important.

3



What is it Worth?

Understanding the effectiveness of your phone book ad and how to negotiate based on that effectiveness is a difficult task. *We've lead you through:*

- Methods of Testing Your Ad's Effectiveness
- Avoiding False Invoice Scams
- Understanding the Ordering Process of Telephone Directories & specifically
- Finding the Order and Types of Ads in Your Book
- Preparing for Rate Hikes and Negotiation Tactics from Your phone boo Sales Representative

And finally we've shown a real-world example of our methods at work. It is a battle to make sure you get your money's worth.

And this isn't even your job.

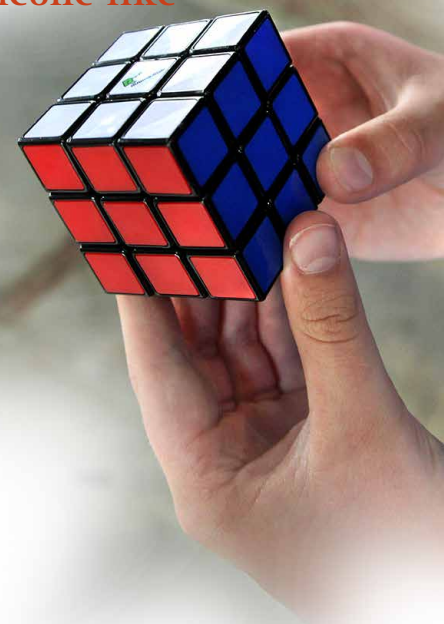
You're a lawyer. Your time is literally your "stock in trade." You shouldn't have to take your time—otherwise productive time—or use your energy to fight for decent advertising rates. You should be in client meetings or the courtroom.

Wouldn't it make the most sense for your law firm to hire an experienced professional to negotiate your phone book rates and placement? An agent with years of proven experience of getting great rates for law firms like yours? **Someone who understands that advertising dollars are wasted if they aren't held accountable and managed to produce leads? Someone like Kirkpatrick Creative.**

So What Now?

If you hired Kirkpatrick Creative for your negotiations, we would love to take it a step further. Remember, your phone book ad is typically only bringing in about 30% of your phone book call volume. With that level of return, is the ad truly worth the struggle of renegotiation?

Maybe not...





Typically, well-designed telephone directories do produce prospective client leads. And at the right rate, the cost per lead is workable in an overall media plan. But you may find you can make cuts and redeploy advertising dollars into other more productive media.

Let's Pour Half into Traditional Media

You create a new campaign of television and radio spots. Ads play more often, focusing on your brand and vision, and attracting more prospects.

Set-up a new phone number for your television campaign and monitor its success. Stop running the unsuccessful ads and redeploy that budget again.

And the Other Half into Online Marketing

Maybe you rework your website. Maybe you finally get a better website. Or maybe you just buy a few new keywords and move up in the search results. Now you're attracting prospects who may never see your phone book ad to begin with.

Your smaller phone book budget is yielding the same amount of calls. And you're using the same money to attract more clients who never would have found you.

And remember, *we still haven't killed your phone book ad*. We wouldn't do that! We've just made sure that ad—like any advertising—is generating the ratio of leads to dollars invested it should. Our analysis finds that after negotiations are complete, your phone book ad should be generating leads at about \$300 per call. *That is still a good rate of conversion for your law firm!*

In short -- We're always refining your advertising placement strategy for efficiency -- to deliver more client prospects at a lower cost.

With each type of media pulling its weight, the unique puzzle of your firm's advertising plan is solved. You are certainly getting the most out of your budget, so you can sleep soundly.

And you will sleep soundly. You'll be so tired from dealing with all your new clients!

Philosophy of Engineering —

“It’s not creative unless it sells.”

—David Ogilvy

“Engineered Advertising.”

What does it even mean? It is a relentless pursuit of efficiency in every facet of a marketing strategy. Efficiency isn’t efficient unless you’re shooting for 100%. Phone book advertising was once seen as a “bigger means better” medium. If you bought enough page space, and found enough eyeballs—you would eventually make money.

Eventually doesn’t cut it anymore. Anything that can be measured, should be measured. And everything can be measured. Engineered advertising is arduous and time-consuming. You find efficiency in small increments—the little victories. We seldom find a single \$100,000 mistake, but we often find several \$10,000 mistakes—and that money adds up.

Engineered advertising is marketing without emotion. We don’t follow our instincts or our guts. We follow the numbers. If the numbers don’t add up, we don’t make the buy. Your dog may be adorable, but the only way he is going in your TV commercial is if he measurably generates leads.

Hold your advertising accountable—and cut the attempts that don’t make you money.

—Dan Kirkpatrick

2016



Kirkpatrick Creative

Kirkpatrick Creative has been advertising for law-firms and small businesses in the Southeast since 1978. We have developed lasting client relationships through successful engineered and data-driven marketing strategies. We apply old school know-how through new-school methods to ensure the most bang for your buck.



Dan Kirkpatrick has a BA in business administration and commercial art from OUACHITA BAPTIST UNIVERSITY and studied advertising at THE MEMPHIS ACADEMY OF ART. He brings an engineered approach to advertising in the Central Arkansas area for almost forty years. His focus on law firm advertising through data-driven research has generated countless leads for attorneys across the Southeast.

Dan Kirkpatrick

–President & CEO

dan@kirkpatrickcreative.com



Michael Kirkpatrick earned his MBA in statistical analysis from HENDERSON STATE UNIVERSITY. He went to work as a Replenishment Buyer for Dillard's®, developing stocking algorithms. He then came to Kirkpatrick to help develop a proprietary ad-tracking software for efficiency analysis.

Michael Kirkpatrick

–Media Director

michael@kirkpatrickcreative.com



Patrick Laughlin has been working in small business advertising for fifteen years. His focus on law firm and agricultural equipment has helped countless business leaders throughout the mid-south. He enjoys helping things grow—including his small business customers, his small children and his small garden.

Patrick Laughlin

–Director of Strategy

patrick@kirkpatrickcreative.com

KIRKPATRICK CREATIVE

501 | 663.6364

KIRKPATRICKCREATIVE.COM

501 | 663.6364 KIRKPATRICKCREATIVE.COM



ADVERTISING ENGINEERED TO WORK.