



The Unique Puzzle: Benefits of a Balanced Advertising Strategy.

Dan Kirkpatrick
dan@kirkpatrickcreative.com

A Sea of Same

Law firms have to be the most aggressive marketers in the world. Advertising and Marketing companies know this. Many companies have created "cookie-cutter," "fill-in-the-blank" methods of marketing for their litigator clients.

This leads to generic, unresponsive marketing.





Unique

No two law firms are alike

- Every firm has a it's own voice.
- Audience
- Mission
- & Brand



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The Marketing puzzle

A Balancing Act

Law firm marketing should be focused
in three primary areas:

- Telephone Directories
- Traditional Media like Television and Radio
- Online and Digital Media



Directory Advertising

Two common misconceptions on phone directories:

- Print directories are dead. Those ad dollars are wasted. You should take all of your directory ad budget and pour it into other media.
- I can't adapt my directory ad, we've always used that ad. If I change, I might lose prospective clients.



"Directories are Dead"

For lawyers, not further
from the truth

- Print directories struggle to keep up with the convenience of the internet.
- **However**, Certain professionals like electricians or lawyers still see a lot of business from phone directories.
- After we re-evaluate a client's media buy and adjust their directory rate, we see a call cost as low as **\$300 per call**.



"How it's Always Been."

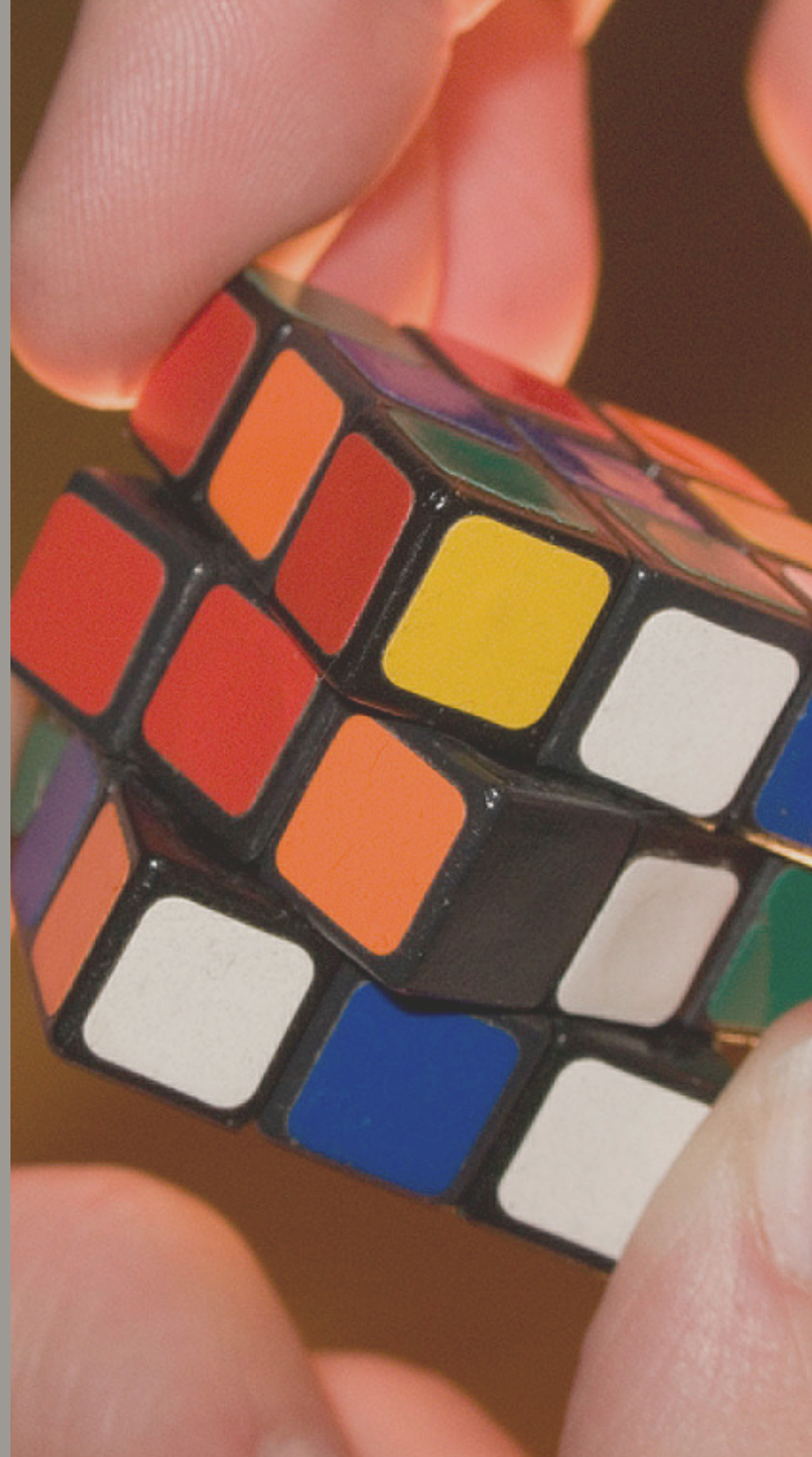
Tradition is fine. until you're
wasting money.

- Thirty (maybe even twenty) years ago, telephone directory advertising was the best option for lawyers. Now it is one of dozens.
- Simply because this advertising has led to success in the past, it doesn't mean it will continue to work in the future. Hold your ads accountable!

Traditional Media

Law firm television ads have a bad reputation.
Kirkpatrick has two notes on why law firms
struggle with traditional media.

- Lawyers who want creative control of their own advertising.
- Law firms who seek committee approval for advertisements.



Let Go of The Reins.

You have a lot of talents,
advertising might not be one.

- The quick turn-around in our field, would demand you learn to be an advertiser overnight. Even the world's fastest learners (which you are), couldn't pull that off.
- Why sacrifice all that time anyway? Time is every attorney's "stock in trade." If you're spending time on anything but billable work, you're losing money.





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Ad by Committee

A single message should come from a single voice.

- Ad campaigns get watered-down to whatever is least offensive to the partners.
- You lose all creative edge and vision, and with that goes any notion of firm branding and voice.
- At the end of the day this "me too" marketing costs the firm money. Yes, it works, but not well.





Online & Digital Media

- Like traditional media, online and digital advertising has changed the game in the last twenty years.
- With online advertising, it is about a focused, pointed approach.



New Medium, New Rules

Cheap space means infinite content

- While directory and traditional media, are limited space with big price tags. Online space is infinite and demands a new approach.
- Directory and traditional media lose gracefulness in urgency. Digital media opens the floor for much longer, well-constructed pitches

Shotguns for Rifles

More space means more focus

- With high expense and little space, came the "generic" feeling, shotgun approach to marketing.
- Infinite, digital space means your marketing strategy can focus in on specific prospects like industry leaders and influencers.

Accountability Through Analysis

Kirkpatrick's first step in streamlining your advertising strategy would be to hold each ad accountable.

Every directory listing, television commercial, radio spot and online banner could be mathematically analyzed with our proprietary software to determine its most effective traits.





Focus Through Adaptation

Ads whose data doesn't justify their cost will be cut or modified to better fit your budget. Money saved will be poured back into the better-performing ads.

This process is repeated with each new ad or campaign we launch.



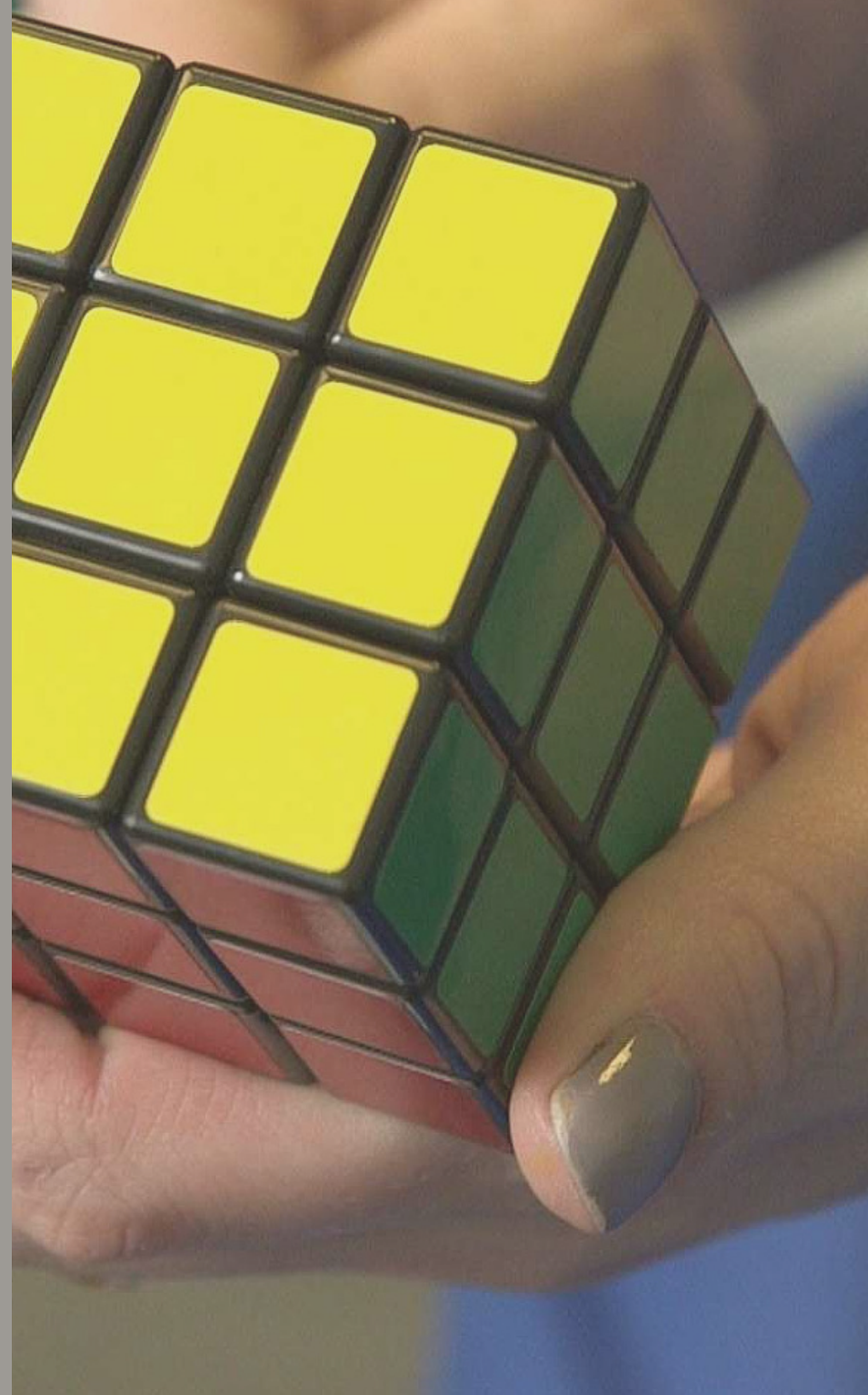
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A Balanced Solution.

With every ad in every medium performing near its top percentage, your ad budget is now being used much more efficiently.

You could start generating 40% more prospective clients, after cutting 20% from your advertising budget.

www.kirkpatrickcreative.com





Kirkpatrick Creative

Advertising is about relationships. 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.