

# SECRETS OF LAW FIRM MARKETING

## LEGAL MARKETING ESSAYS

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# The Myth of Yellow Pages

## Case 1

Rebecca Moore is depressed. Her husband is cheating. Rebecca is a forgiving woman but she's made the decision to file for divorce and isn't sure where to turn. At 26, this young wife has never dealt with an attorney and is intimidated by the thought of calling a one. Her husband is a mid-level manager making about \$60,000 a year. The family lives in a middle class suburb. The Moore's are entertained by network shows like Lost, Grey's Anatomy, Desperate Housewives and love late night television. When time permits they watch local news and tons of CNN. Rebecca is partial to some day time soaps and loves the LifeTime network.

Rebecca's 2 year-old daughter, Katy, is crying in her car seat as the two drive to a local grocery store. This young, beautiful mother wonders what will happen to her daughter after the divorce. "Will her father pay child support ... will she be granted custody ... how does it all work?," she questions in her mind.

Mother and daughter pull up to a red light. A single tear overflows Rebecca's eyes as she tightly grips the steering wheel. The light turns green. Suddenly, violently, with no warning, the sound of crashing metal and breaking glass invades her melancholy little world. "Katy!", she screams loudly before passing into the dark world of unconsciousness.

She wakes up two days later in a white, cold hospital room with tubes running out of her body. In a panicked and fearful daze Rebecca tries to get out of the bed but can't seem to make her lifeless legs move. She will never make them move again. The driver of the truck that crashed into her was drunk and escaped the accident with only minor injuries. Katy, her "mommy's little angel" was buried a few days later.

Rebecca is doomed to suffer the rest of her life as a quadriplegic. This devastated young mother later had the hospital staff call John Johnson, an attorney she had seen on television. He was the first person to pop into mind because she had seen him so often on television before the accident and a few times from her hospital television. Rebecca felt like she knew him since he was always in her home via television. Mr. Johnson had developed trust with Rebecca without ever meeting her.

## Case 2

Tyrone Brown has been gang-bangin' since he was 8. He's now 16 and a well-known drug pusher. His mother, Betty, loves and prays for him but with no male influence she can't control her baby. From a lower income neighborhood, Tyrone occasionally sees the rich men of his town driving their polished Mercedes-Benz automobiles. Envy rages through his body and he wants a status symbol like only a Benz can provide.

Betty often lets Tyrone rule the house because it's easier than fighting. Whether it's watching favorite shows like Martin, In the House, or MTV Hip Hop specials, Tyrone controls the remote. Like most people of his age and culture he listens to his favorite hip-

hop radio stations late into the night and it's always boomin' in the car.

Tyrone makes deals, does well. He breaks into a few stores for kicks with friends. He sees himself as a high-roller. Soon he's able to pay cash for a stolen car, a Mercedes-Benz.

One night "Ty-B", as his friend's call him, gets involved in a bad deal. Shots are fired. Police are called. Tyrone jumps into his car and is soon chased down by police. He's arrested and booked on a variety of charges. His young life forever altered by bad choices.

Tyrone's mother gets a call at 3 a.m. from her only son telling the story. Heart sick, Betty hangs up and weeps. "Dear God, please help me...", she cries while kneeling by her bed just before she heads to the police station.

Betty later calls an attorney who has a neat little jingle on the local radio station. She had often heard it while Tyrone had his speaker's blaring out of control. It is so catchy she remembered the number by heart. 1-800-Johnson.

## **Moral of the Story**

The women featured are from two very different backgrounds but both have a pressing legal need. Initially, Rebecca needed a divorce attorney. She had no idea where to begin an intelligent search and was intimidated by the thought of speaking to someone she'd never met about such deeply personal issues. Later she would need a strong Personal Injury lawyer skilled in making sure she got a substantial settlement. Her case would later evolve into an \$8 million dollar product liability suit because there was substantial proof that her daughter Katy would likely have survived if it hadn't been for the defective latch on her car seat buckle.

However, neither woman turned to the Yellow Pages to make their choice. Why? Seeking an attorney in the cold, lifeless Yellow Pages didn't seem appropriate to them. Photos of high-powered looking men in suits with shelves of books in the background was anything but impressive. It was intimidating. John Johnson had made a friendly, personal appeal to both women by coming intrusively into their homes via radio and television. They couldn't overlook him. He seemed compassionate and sincere and he appealed to both women at their own level via creative styles they independently understood. Mr. Johnson had enough insight to see that he should advertise to both sets of people with different creative. Mr. Johnson hired an advertising agency because he realized marketing is not an easy task and agencies have buying power and tested methods of advertising.

So, for the African-American radio station the agency created a jingle that had strong appeal and placed it on the air strategically throughout the day. For the middle class family, the agency targeted through television at strategic times with a more serious creative. Mr. Johnson's agency did a brilliant thing. They recognized that demographic targeting requires creativity and more importantly, consistency. Mr. Johnson understood that regardless of the cost eventually his name recognition would help him land cases that would easily justify the initial expense. This zealous lawyer also realized that the Yellow Pages are a service directory and no one using the Yellow Pages cares which attorney he or she picks. It's the luck of the draw. In fact, unlike most attorneys, John Johnson felt

that Yellow Pages should be used but only as a supplement to other forms of advertising. He didn't fall for the do or die myth that his local Yellow Page salesman pushed.

Mr. Johnson refused to waste any more money in the Yellow Pages because all his competition advertised there. As an avid fisherman, Mr. Johnson knew it would be a waste of time to toss his line right next to three-hundred other fishing lines with the same bait on the hook. He decided he should fish in a less populated section of the lake where a lot more fish are schooling. A wise advertiser will cast his line into the mass broadcast audience where few others are fishing and not in the tiny pond of Yellow Pages where everyone is dropping thousands of dollars in wasted bait and pulling in too many throw backs.

When you use the Yellow Pages to pick a plumber do you care who you pick or will any old plumber do? For the average person, any old plumber will do. Why not be a smart and touch the mind heart and emotion of your audience. Let them get to know you in a way Yellow Pages will never allow.

# The Stigma of Legal Advertising

Sweat dripped from Allen's brow as he banged on the molten hot metal with his shaping hammer. He's been working for hours in his obscure blacksmith shop in Philadelphia. The sound of trotting horses fills his small shop as does the ever-present stench of manure. This native of a distant land has been working on shaping this particular set of horseshoes for hours and they look perfect. Allen is a perfectionist indeed.

Five years have passed since Allen arrived in America. This dedicated blacksmith makes just enough to scrape by. His delicate and beautiful wife stands by him for better and worse. Alice has long black hair and at one time her skin was as soft as the cotton she now picks. She is a humble woman and never well dressed. The couple's two girls, Elizabeth and Ruth, desperately need new shoes.

A fledgling publication called the The Philadelphia Inquirer is being read by many in the local community and Allen, desperate for new business, decides to ask the publisher's for a small weekly ad in exchange for a set of new horseshoes and free blacksmith services when the need arises. The publisher hesitantly agrees.

Allen hires a young apprentice and within one year opens a second location. This once poor blacksmith is making a name for himself through advertising his quality craftsmanship.

Many other blacksmiths in town begin to resent Allen and his advertising. They speak against what they called his "Greed-inspired, profit-motivated enterprise." These jealous men believe it is somehow immoral to push the trade of blacksmithing through advertising.

Allen realizes there is nothing immoral about advertising his service. However, the local blacksmiths form an organization called the "Blacksmiths Against Advertising Deception" or B.A.A.D. for short. In their first meeting, which Allen attends out of professional courtesy, their indignation is obvious. "Customers should only hear of us when they need us through word of mouth. You should not profit in this immoral way, Allen. You are taking away all our business and that means we will have to advertise to get it back. Who do you think you are?!!," they shout.

In his own defense, Allen straightens his collar, wipes the perspiration from his forehead and stands up to speak. Men of Philadelphia, he begins with a shaky voice and heavy English accent, "I came to this country to make a better way of life for myself and my family. I was an apprentice for many years in England and learned the trade of blacksmithing well. When I arrived in this country I broke my back for years with little to show for it. My wife wore tattered clothing and my children sometimes went to bed hungry. I will abide by any reasonable statutes to avoid trickery in advertising. However, instead of condemning and judging me, perhaps you should consider the evidence and advertise your services, too."

In an angry outburst, Jonathan McEnvious, shouts at Allen, "No we will not take part in this evil. We will not tell the public that we can serve them. No! No! You are a snake in

the grass, Allen. We will stop you from doing this. You are not welcome at these meetings. Leave us now!"

Allen knows he is right to continue advertising his services to the public. He realizes that these men are simply jealous of his success and want to regulate him in hopes of stopping his growing business. Allen doesn't want to get the image of a used-carriage salesman, but he also doesn't want to hurt his business because of the mental pressure the blacksmith community is putting on him. Allen continues to advertise and later retires a wealthy aristocrat. He chose to be his own man and not let self-righteous opinion of his peers stop him from providing a vital service to the community.

Chances are few people other than those in your own profession have any problem with you advertising. In fact, the public might be glad you did when they need your services. Can your firm make it without letting people know it exists?

Some stigma is good. Some is B.A.A.D.

# **Newspaper advertising. A waste of money?**

When I was a child I was sure of one thing. I knew it had to be true because every other kid believed it was true. Our parents told us so. No matter how illogical, I truly believed that a fat guy in a red suit who never shaved, cared so much about me that he would hitch up his reindeer, jet down from the North Pole in the freezing cold, drop into my chimney and leave me real cool stuff.

Why did I believe this little white lie? Everyone told me it was true and I didn't know enough to know better. They told me if I was a good little boy Santa would stop in with remote control cars, bb guns, and everything else a boy could dream up.

No matter how much evidence that mounted against fairy tale creatures like Santa, the Tooth Fairy, Easter Bunny, etc., I believed with all my heart in their existence. I wanted to believe because every other kid believed and they told me of their success with Santa. "Wow! I got a Nintendo," said my little friend Tommy on a chilly Christmas morning.

Newspaper and print advertising are a lot like Santa and our other favorite fairy tale creatures. Every attorney wants to believe in the fairy tale. "The scrooge called television is too expensive. There are too many radio stations it will not work. Let's put out an ad in the Santa Tribune. Every other attorney uses the Santa Tribune and report amazing results," the attorney laments.

Advertising in the Yellow Pages is not going to produce miracles and neither is advertising in the newspaper. Few people remember what they see in the newspaper. If you read your local morning paper, name one ad you remember from this morning's edition? Come on, just one...tough isn't it? Now, tell me why you remember a bunch of frog's saying "Bud" "Wei" "Ser" from a Super Bowl ad 15 years ago? How is it you remember words to your favorite songs without trying. The Eagles sang, "Welcome to the Hotel ...." I bet you know the missing state. "Amazing Grace how sweet..." the what? Who could forget Mikey...he likes it. What about those immortal Coca-Cola ads, "I'd like to buy the world a Coke and keep it ..." Most of you remember these ad campaigns. You remember them because you heard them. They came intrusively into your living room and even in the background radio you had playing in the car and you heard them and saw them. Your memory never had a chance. It was forced into remembering these ads no matter how much it didn't want to.

## **People pass right by print ads. You do it everyday.**

Is print all bad? No. Some print can be a good thing but it should never be primary. It can help get immediate business for certain special events like a weekend sale. That's great for car dealers. It's great for advertising to an older demographic. Print can remind people about you. It can tell of upcoming events and it might sell that old lawn mower in the classified section. But people are not attorney shopping in the newspaper. If your budget is super-tight, print may be your option, but with a little extra money, radio and television produce the miracles you dreamed about while cramming for bar exams.

As an example of television advertising effectiveness, I can tell you I recently placed an ad campaign for an attorney regarding Fen-Phen claims. He spent \$6000 or so in one month. He got about 100 cases. Another firm did \$7500 a week in print--not one of our

accounts. They got about 92. In other words, one firm spent \$30,000 in one month and got fewer cases than the firm down the road spending five times less. Does that mean if the firm spending \$30,000 had put the money in television, they would have generated 300 cases-six times more. Possibly. But they'll never know.

You don't believe in Santa anymore. Why do you continue believing the fairy tale of print advertising and Yellow Pages as a primary source of new clientele? It's time to let television and radio stuff your stocking with more goodies than you can imagine. Everyone in town will know your name. You will be an advertising star instead of just another lawyer. And that's the status you need to achieve to generate the case load that will make you wealthy.

Without risk there is no reward. Just ask Santa. He let a red-nosed reindeer guide his sleigh one foggy Christmas night and he's never regretted it. "Then one foggy Christmas Eve Santa came to say ..."

Did the juke box in your mind kick in just now and pull up that old song?

Can you hear it all these years later?

Sing it all the way to the bank.

# Seeing David as Goliath

“A champion named Goliath who was from Gath, came out of the Philistine camp. He was over nine feet tall.” 1 Samuel 17: 4.

On a scorching day about 5000 years ago in the Israelite town of Judah, a young boy became a legend for all time. He left behind a great example of faith. It must have gone something like this...

An Israelite soldier named Eliab stands with his brother's in the hot, dusty desert. “We cannot win this fight,” he complains. “It's not possible. That Philistine is too big and none of us could ever defeat him. We may as well give up and become their slaves.” His fellow soldiers nod in agreement.

No sooner had Eliab spoken his faithless words than his younger brother David runs up from the pastures where he had been tending sheep. David, a handsome boy with a heart after God, glares across the battle line and is stunned to see the giant Goliath hurling insults at the battle-hardened Israelite army. The blunt, youthful David asks the men standing near him, "What will be done for the man who kills this Philistine and removes this disgrace from Israel? Who is this uncircumcised Philistine that he should defy the armies of the living God?" "He is Goliath. The King will make the man who kills him wealthy and give his daughter to him in marriage. He will also exempt his father's family from all taxes," the men explain. The jealous Eliab listens as David talks to the men and burns with anger. Eliab didn't have the courage to become a giant killer.

David, full of faith and anger, begs the king to let him have a shot at the giant. The King tells David he is just a boy and cannot win against the warrior Goliath. But he hesitantly agrees to let him try.

Within minutes David gathers up a few smooth stones and goes out to battle the terror named Goliath. As he approaches, Goliath shouts more insults. "I will feed your flesh to the birds!" he shouts. The closer David gets the bigger this Philistine seems. As David looks at Goliath in the distance, he hears his own heart beating faster and faster. The sun blazes like fire above him. His mouth is parched. But David has no fear. He has faith. This shepherd boy, so sure of himself, refused even to wear the armor offered by King Saul. Like a lightning bolt blasting from a nighttime sky, David feels the electric energy of God in him. He needs no shield.

David reaches the battle line. Goliath towers above him. The young shepherd loads one small rock into his sling, takes position and readies himself for battle. "God, don't let me miss," he prays in his mind.

Almost in slow motion, he twirls above his head the little sling he has used so many times to kill predators trying to eat his sheep. The Philistine laughs and mocks David as the sling twirls faster and faster. In an instant, the stone is released. A split-second later David becomes a giant killer and a giant of history.

A small shepherd boy, obscure, unknown by the masses took a chance even his jealous

brother did not believe he should take. David believed it was his destiny. Word of mouth spread about this young man who later became one of the greatest king's the world has ever known.

Why? Because David allowed himself to believe he could kill a giant.

In that moment, when his brother Eliab and the army behind him were probably shaking their heads, condemning him for trying, calling him an attention-seeker, David was seeing himself as Goliath, a giant in his own mind.

David made a name for himself.

So, what are you doing to make a name for yourself and your firm? In 2002, you must see yourself as Goliath and so must the people in your Area of Dominant Influence (ADI = your town). If you are not already advertising and marketing your firm, you should try it. You must become a giant in the minds of your future clients or their business will go to the giants of your profession. Every giant started out as an infant. You may be David now but someday with time people will see you as Goliath if you make it happen.

You must learn to see your firm, small as it may be, as Goliath. Are you ready to slay your city and kill the giants? Advertising is the fastest way to spread the word and message you need to convey.

Pick up your stones. Load the slingshot. Fire away.

Give it just one shot. David did and that is all it took. He never counted the cost. If David had never taken that chance, he would have ended up an old, worn out shepherd instead of a revered king. You can choose to be an Eliab who decided to sit around and watch someone else become a hero attorney or you can choose to use your resources to become the giant in your community. Which do you choose?

# Advertising Myth: 1-800-Need-An-Attorney?

Johnny Lawfirmowner is beginning to wonder if going to law school was such a good idea. During the years he studied law, the idealistic Johnny is eager to set the world aflame bringing justice to the weak and helping those who would surely need his dedication, desire and legal prowess. Of course, he is no fool. Johnny is more than aware of the financial rewards being an attorney can bring him.

This justice-loving student graduated law school and went to work for the big city firm, WeDoNotPayWell, P.L.L.C. For five years he struggled and scraped, paid off student loans, got married, had two fine children and finally got together enough money to open his own small practice.

At first Johnny does fine making a living off clients from his old firm. But as time passes money is tight. Cases and calls are coming in slow and Johnny Lawfirmowner does not have a big name in town.

One happy day Johnny receives a phone call from an articulate, polished salesman from the very well known 1-800-Need-An-Attorney hotline. Johnny was razzled and dazzled by the pitch. "Mr. Johnny, I can assure you, if you spend \$15,000 a month with 1-800-Need-An-Attorney, you will soon be rich. You don't have to worry about paying those wicked TV stations money to advertise because we will make sure they cannot take advantage of you. It is too expensive for you to advertise without us. We will refer all calls from your area direct to you."

Johnny is mesmerized by the pitch and completely convinced that television is far too expensive. The offer sure sounded good. The naive Johnny fell asleep that night dreaming of big dollar signs and a bright new day in his career. Little did he know what a big mistake he had just made.

Within 6 months Johnny sees an increase in his caseload as a result but it was not what he expected. The substantial money he is paying to 1-800-Need-An-Attorney is not justifying the expense.

Johnny begins pondering his investment and realizes a sobering truth: He is paying a lot of money to 1-800-Need-An-Attorney and getting zero name recognition which does nothing for his firm. No one was any more aware of his firm now than 6 months ago. Johnny realizes how foolish he has been paying to advertise the name of 1-800-Need-An-Attorney. To top it off, he still has six months to go on his one-year contract.

Pretend for a moment you are in marketing. Can you ever imagine a moment when you advise your client to pay tons of money to advertise his or her business and yet leave the business name out of the ads and put someone else's name in?

You might get some good cases off 1-800-Need-An-Attorney but you will never build the name you need to survive when 1-800-Need-An-Attorney goes out of business. These 800 people are using your money advertising *their* service. Does that make sense to you? If potential clients are willing to call 1-800-Need-An-Attorney with its lack of personality or local feel, one should assume they would also be willing to call 1-800-Johnny-LawFirmOwner direct and get to know him on a personal basis.

People need to know you or at least the name of your firm. The value of name recognition should never be underestimated.

**Perhaps a better name for these hotlines: 1-800-NoExposure4U.**

# The Court of Media Trickery

There ain't enough chocolate in Willy Wonka's factory to make the business of advertising sweet. But there are plenty of folks in this business who will grace your doors and offer what appear to be morsels of sensuous delight. Those morsels are usually, almost always, laced with a mind-numbing dose of charlatanism and unrealistic expectations.

"Smooth" Susan Jones is a sales rep for a local radio station group. Her shiny blond hair and long legs have helped her make buckets of money over the past 10 years. She's a smooth talker, hence the nickname, and knows how to feed the egos of her nearly all male client base. From car dealers and doctors to jewelers and attorneys, Susan knows how to work her clients with a little flirtation and a lot of flattery. With some clients it's blatant and with others benign but Smooth Susan always has the words to tickle the ears of men in need of positive affirmation. "Mr. Jones, you are my favorite client and I will give you the deal you want but only for you so be sure not to tell anyone else. By the way, you looked very handsome in that last commercial," she'll say from her memorized sales speech.

One day Susan pulls into the parking lot of her biggest account at \$1 million a year in her black BMW roadster, dabs on a little extra lip stick in the rearview, and head upstairs to the GM's office for their monthly planning meeting. General Manager Adam Brown is a friendly, trusting gentleman with two children and a wife he adores. Smooth Susan is taken by surprise when Mr. Brown says, "Susan, I trust your judgement. Is using an advertising agency the smart thing to do? We've met with one and they have some great ideas. I can't focus on the practice because I am always too busy handling the advertising. They claim they can get better rates than what I am currently paying plus they handle the entire hassle for me. What do you think I should do?"

If Susan were one of the honest sales reps of the world she would have told Adam that using an ad agency is typically much better for a number of reasons. Susan knows that agencies are strong media negotiators, usually very creative and can handle 100% of an ad campaign and make it all come together right down to the billing. She should have told him that they could often get better rates and have access to much greater resources than any individual advertiser. But Smooth Susan simply replied with a little sneer, "Mr. Brown, an agency can be good but is often not. Better rates? I don't think so. They are no more creative than a radio or television station Creative Director and cost far too much. You're already getting the best possible deal."

Now why would Susan do such a thing if she truly has the best interest of her client at heart? Money. Smooth Susan like almost any sales rep on earth, takes a major cut in commissions once an agency takes over the account; and she may even get a cutback once the agency does a strategic market analysis and learns Mr. Brown is paying way too much money on her group of stations. Once an agency is involved the sales rep has little left to do except take instructions from the agency. The agency gets paid 15% commission from the station. The sales rep then may go from 15% to 5% simply because an agency now handles the account. And what would Mr. Brown think of Susan if he learned that the agency really did get cheaper rates when all along she had told him that was impossible? Further, Susan would lose her control of the account. She frequently offers advertising advice and it usually benefits her financially but if an agency gets involved her control is completely diminished.

Every day advertisers are taking bad advice from sales reps they really don't know, trusting them blindly, and falling for the pitch. Are you one of them? An agency must do well by you or you simply end the relationship. Not all sales people are bad; some are fantastic and can be of great benefit to you. Unfortunately, most, even the ones you think you can trust, are always out to increase their bottom line. Nothing wrong with that but it too often taints their ability to see your business objectively. Don't go into the court of media trickery without a defense team. You'll end up in the jail of failed ad campaigns and wasted money.

# Should you hire a Marketing Director?

## Part 1

**Wanted:** Marketing Director for law firm. Must have prior media experience, be very creative, have existing media contacts, understand media buying and branding. Must be eager, aggressive. \$50K, benefits, vacation, great environment. Fax resume and cover letter to 800-000-0000.

An enticing offer indeed. The day after this ad came out a frustrated Bill Smith, fed up with the internal politics and low pay of his Account Executive position for a local market television station, faxes his resume in hopes of landing a cushy job that requires less time and little ambition. Bill is a good guy with a solid reputation but he's burning out like an old light bulb. He is ready to work for a company that recognizes his loyalty and commitment.

At 30, Bill is fresh, young, and has the knowledge needed to do a favorable job as a Marketing Director. He's got a fancy Marketing Degree that really hasn't done anything to help him in the real world but it sure looks good on his resume. Trained by his current employer, Bill knows about television scheduling, buying and demographic research. Bill gets the job and his station gets two weeks notice. He blasts outta that place like a rocket.

A fresh wave of enthusiasm washes over Bill on his first day for Brown & Brown, L.L.P. He's confident he can do anything in the world of marketing.

The Brown brothers are friendly, honest, hard-working attorneys. Over their ten-year history they have established a solid reputation but in recent years a plethora of law firms have begun aggressive advertising campaigns and are plucking cases out of the market faster than Tyson plucks chickens. The Brown's spent \$300,000 last year on an ad campaign that failed worse than the Ford Edsel. They worked in cooperation with individual media sales reps from television and radio stations, newspapers and billboard companies. Each had a different idea of how to do things and the Brown brother's ended up launching an ad campaign that had no more business going to market than New Coke. Some things are doomed from the beginning.

So, ready to start from scratch, they hire Bill Smith. The Brown brother's don't seem to realize that the job of a Marketing Director is typically not to generate creative excellence, it is to act as a liaison between the media and an ad agency. Bill is a former sales rep not an erstwhile Creative Director. They expect Bill to come up with a campaign that stands out from the pack of the mostly pathetic attempts at creativity by other firms but Bill is about as creative as a bullfrog.

Bill is a numbers cruncher and is strong at negotiating with the local television stations to get good rates, he's learning more and more about effective radio scheduling, but he has no real comprehension of how to make the campaign look and sound good overall. His contacts are limited to those he worked with while in television. Representing one individual advertiser, Bill has little chance of getting lower rates than any other advertiser. Unlike an agency, he does not have the client backing to get the deeper discounts that an agency can often provide a client.

Bill works hard and the Brown brother's are pleased with his dedication. But after several months of dismal response, they are beginning to question his abilities.

The Brown brother's need to make a decision about whether they should let Bill go and hire an ad agency. They need to understand the pros and cons of each.

Should they use one, the other or both? Why or why not?

Find out in my next newsletter only at [TheAttorneyAdvertiser.com](http://TheAttorneyAdvertiser.com).

# Should You Hire A Marketing Director

## Part 2

Brown & Brown, L.L.P. is about to make a decision regarding their Marketing Director, Bill Smith, the former Account Executive for a local television station. Not realizing the manifold strengths that one person would have to possess to do the job they need, the brothers are wondering if they made a mistake hiring Bill. They're now weighing their options by listing the pros and cons of an ad agency and a Marketing Director. Here's a list of what they need to consider.

<b>Marketing Director Pros</b>	<b>Ad Agency Pros</b>
Immediately available in office	Immediately available by phone
Deals with all marketing hassles	Deals with all marketing and advertising
Is more qualified to handle marketing than law firm owner or staff	Is far more qualified to handle all aspects of marketing
Frees up the firm to focus more time on clients and settlements	Staff dedicated to creative aspects
	Staff dedicated to media buying
	Handle media negotiations, billing
	Highly experienced in all forms of media
	One stop shop for graphic design, television, radio production, web design, direct mail, etc
	Far less expensive than hiring an employee
	Firm basically gets several employees hiring one agency
	Does not require vacations, sick days, taxes
	Many connections throughout industry that prove beneficial to the client
	Has backing of large client base to negotiate deals
<b>Marketing Director Cons</b>	<b>Ad Agency Cons</b>
Requires salary, benefits, etc.	The bad ones do really bad work!
Is not typically trained in all forms of media. Usually not well-rounded enough to do it all	Some will not do their job properly
Must rely on outside sources for art work, production, scripts, concepts	Some charge outrageous fees for little work
Employee turnover in this area can be very damaging to a campaign	Too many lack a passion for their business
	Others are simply mediocre
	Unfamiliar with rules regarding legal advertising
	Frequently untrustworthy
	Offer poor advice based on client's in non-legal industries
	Do not understand how to appeal to your clientele
	(none of these apply to TheAttorneyAdvertiser.com We pride ourselves in service and integrity.)

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So now that the Brown's have this list it seems obvious they should let Bill go and hire an agency. As they begin to think it through, the Brown's feel that Bill has done an adequate job, seems loyal and is well-liked by firm staff. They see he will be able to act as their liaison with the agency and media.

As the principal attorneys, leaving Bill in place keeps the marketing monkey off their backs. Bill, with the help of an agency, can simply make decisions about the ad campaign. The agency is to act as an overall guide into the mysterious marketing jungle. The agency will keep the firm and Bill from pitfalls and dangerous predators. The Brown's see that Bill is free to take on a few other duties like handling community relations, attend local meetings, and become more than just a Marketing Director. He can now become a PR machine conducting interviews, polls and much more.

So what should you do?

Unfortunately, there are many people who are simply not qualified to be a Marketing Director and they cannot offer you the staff of an agency. You may hire a Marketing Director for \$50K and may only pay an agency \$35K for everything over the course of a year. Depends on your budget. Yes, an agency is often less expensive than hiring an employee and you do get much more for your dollar if you hire the right company. But if you have no desire to be directly involved in your day to day advertising, a Marketing Director can serve you well.

Many large firms hire a Marketing Director and simply let them do it all. The smart Marketing Director turns around to the firm owner and advises the hiring of an agency. The Marketing Director then has a partner to take care of work he or she simply cannot handle. Bill Smith is a prime example.

If you have resources use both. The Marketing Director should not be responsible for creating advertising but for giving firm staffers more time to focus on cases. If you're a firm with an ad budget under \$300,000 a year, an agency is likely all you need but make the choice that's best for you and your firm. Even with budgets above this amount, a Marketing Director is not needed unless you want nothing to do with your marketing and have enough excess cash flow to hire one. If you have a good Marketing Director, keep him or her in place. Do not be frustrated if the advertising they develop isn't top quality. Their job is simply to Direct, not develop.

The choice is yours. It's all about time and money. If you try and develop a cheap ad campaign, cheap is what you will get.

Saving money can often be the biggest waste of money in the world of advertising. Failure is never cheap. Success is never cheap. Both come at a high price. Which would you rather pay for?

