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Marketing for Lawyers  
**Promotion,  
building image**



# Promotion

- is one of the 4Ps of marketing mix
- involves the process of making a product available for use by a consumer
- involves promotional mix
- influences building of a company image



# Promotional mix I

- Advertising - Any paid presentation and promotion of ideas, goods, or services by an identified sponsor.
  - Examples: Radio, television, billboard, direct mail, brochures and catalogs, Web pages, banner ads etc.
  - Your experience?
- Personal Selling - through the use of an oral presentation.
  - Examples: Sales presentations, sales meetings, samples, and telemarketing. Can be face-to-face or via telephone.
  - Your experience?
- Sales promotion - marketing communication are employed for a pre-determined, limited time to increase demand of current customers and stimulate new customers.
  - Examples: Coupons, product samples, rebates, self-liquidating premiums, trade shows etc.
  - Your experience?
- Public relations - Paid stimulation of supply for a product or a company by significant news about it or a favorable presentation of it in the media.
  - Examples: Newspaper and magazine articles/reports, TVs and radio presentations, speeches, issue advertising, seminars, facebook.
  - Your experience?



# Promotional mix II

- Direct Marketing - sends its message directly to consumers.
  - Example: catalogue distribution, promotional letters, and street advertising
  - **Your experience?**
- Exhibitions - Let potential buyers try the product. Advantage is that businessmen know directly what people see in a product. Opposite, competitors can see exactly what a company is doing.
  - Example: trade fairs, trade shows or exposition
  - **Your experience?**
- Corporate image - The Image is a crucial point in marketing. If the reputation of a company is bad, consumers are not less willing to buy a product from this company as they would have been, if the company had a good image.
  - Example: Sponsorship - patronize of a social groups, sponsor hard sick children, patronize some plants or animals, etc.
  - **Your experience?**



# Task

- Which kind of promotion can be used for lawyers?
  - Ads
  - Personal selling
  - Sales promotion
  - Direct marketing
  - Public relations
  - Exhibitions
  - Corporate image



# Promotional mix at Lawyers in the Czech Republic

- **Allowed:**
  - Selected types of Advertising
  - Selected types of Public Relations
  - Exhibitions
  - Corporate image
- **Prohibited:**
  - Sales Promotion
  - Direct Marketing
  - Personal Selling



*words create worlds*



# Advertising I

## Includes:

- the name of a product or service
- how that product or service could benefit the consumer
- to persuade potential customers to purchase or
- to consume that particular brand.

## Goal:

- repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers





# Instruments of Advertising

- **Television**
  - with special computer graphics and with a song that listeners soon relate to the product
  - the most effective mass-market advertising format with high prices TV advertisements
- **Radio advertising**
  - While radio has the obvious limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage.
- **Press advertising**
  - allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service.
- **Online advertising**
  - Examples of online advertising include contextual ads that appear on search engine results pages, banner ads
- **Billboard advertising**
  - located in public places which display advertisements to passing pedestrians and motorists
- **Celebrities**
  - focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products



# Evaluation of advertising

- Is the message clear at the first view?
- Is advantage of the product (service) clear at the first view?
- Is the product (service) ease to identify?
- Is the brand (company) ease to identify?



# Advertising

- the best one for
  - man
  - woman
  - kid

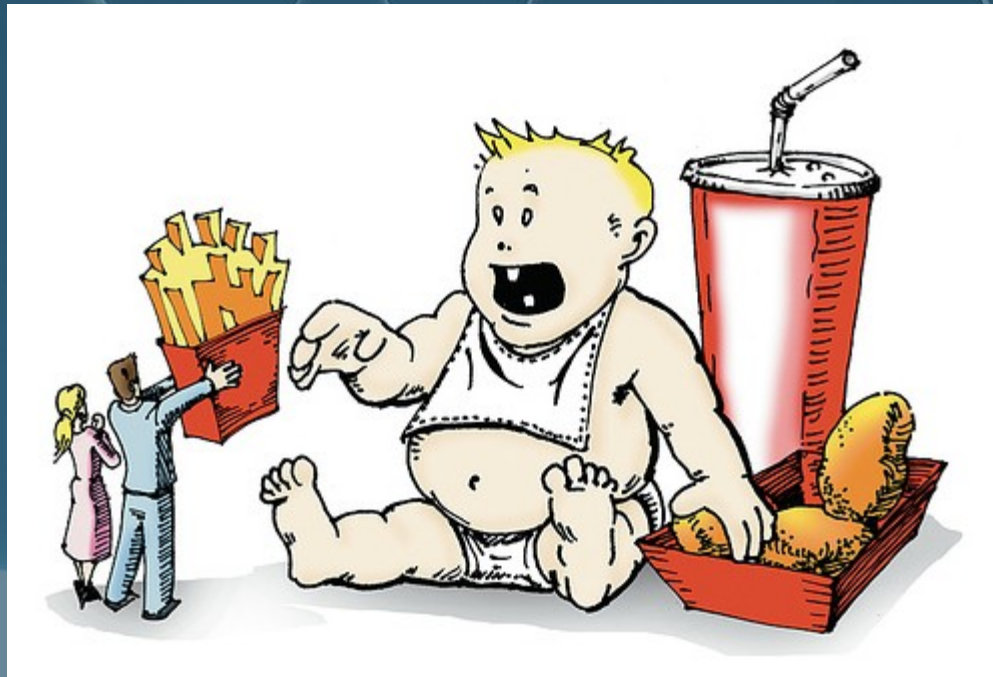


# Advertising and children

- Kids are among the most sophisticated observers of ads.
- They can sing the jingles and identify the logos, and they often have strong feelings about products.
- Mass media are used not only to sell goods but also ideas
- Typical products with aimed promotion at children and adolescents:
  - the makers of toys, sweets, ice cream, breakfast food and sport articles
  - Advertising for other products preferably uses media with which they can also reach the next generation of consumers. For example – Cigarettes are used as a fashion accessory and appeal to young women or spots include sporting heroes and smoking through sports sponsorship
- Business is interested in children and adolescents because of their buying power and because of their influence on the shopping habits of their parents

# Advertising and children

- There are some attempts to restrict advertising directed at children. In Europe, debate is on whether (or how much) advertising to children should be regulated. This debate was appear by a report released by the Kaiser Family Foundation in February 2004 which suggested fast food advertising that targets children was an important factor in the epidemic of childhood obesity in the US.





# Task

- How is perceive advertising for children in your country?
- Do you have prohibited advertising for children?



# Trends in Advertising

- mobile and internet advertising grew in the last years
- Older media advertising saw declines: the most at newspaper and magazines
- Another significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted ads.



# Promotion - spots

- <https://www.ispot.tv/ad/7IvZ/lawyers-group-been-hurt?autoplay=1>
- <https://www.ispot.tv/ad/w6vB/1-800-law-firm-mesothelioma?autoplay=1>
- <https://www.ispot.tv/ad/7Jf3/avvo-when-you-need-a-lawyer?autoplay=1>
- <https://www.ispot.tv/ad/wyl4/legal-help-center-listen-up>
- <https://www.youtube.com/watch?v=EWNsC519wjw>
- <https://www.youtube.com/watch?v=6TGH-5Nhyak>
- [https://www.youtube.com/watch?v=Hr5\\_Me06z5g](https://www.youtube.com/watch?v=Hr5_Me06z5g)
- <https://www.youtube.com/watch?v=HL3MxAH-kDI>





# Sales promotion

includes:

- **Price deal, rebates:**
  - The price of a popular product is temporarily reduced in order to stimulate other profitable sales
  - A temporary reduction in the price, such as happy hour
  - The packaging offers a consumer a certain percentage more of the product for the same price
  - Offers a brand at a lower price
  - Consumers are offered money back if the receipt and barcode are mailed to the producer.
- **Loyal Reward Program:**
  - Consumers collect points, or credits for purchases redeem them for rewards
  - Consumers play an interactive game associated with the promoted product.
- **Coupons:**
  - A coupon booklet is inserted into the local newspaper for delivery.
  - On checkout the customer is given a coupon based on products purchased.
- **Get some presents or products free**
  - E.g. offers a discount on the total dining bill by offering 1 free kids meal with each regular meal purchased.



# Public relations

- PR can be used to build rapport with employees, customers, investors, voters, or the general public.
- Traditional tools include:
  - press releases and media kits which are sent out to generate positive press on behalf of the organization
  - brochures, newsletters and annual reports
  - seminars
- New tools include:
  - interactive social media, such as blogs or Facebook
- If a politician or organization can use an apt phrase in relation to an issue in interviews or news releases, the news media will often repeat it verbatim, e.g. culture of life
- PR technique have been documented in many industries, e. g. Coal mining corporations have created environmental groups that contend that increased CO2 emissions and global warming will contribute to plant growth and will be beneficial or tobacco companies have created and funded citizens' groups to advocate for tort reform



# Direct marketing

- Direct marketing is used by small to medium enterprises with limited advertising budgets which do not have a well recognized brand message.
- The most common form of direct marketing is:
  - direct mail - used by advertisers who send paper mail to all postal customers in an area or to all customers on a list
  - telemarketing - in which marketers contact consumers by phone
  - e-mail marketing – called as SPAM



# Task for next lesson

- Choose from Internet the best one spot for legal services (law company).



# Task

- Make analysis of websites of these law firms:
  - <http://www.advokatky.cz/?lang=en>
  - <http://www.ksb.cz/en/>
  - <http://www.akkb.cz/en/index>
  - <http://www.akccs.cz/en/>
  - <http://www.havelholasek.cz/en>
- What type of clients (segment) is expressed?
- What are strengths of the websites?
- What are weaknesses of the websites?
- Do you have any recommendation for improving of websites?



# Advantages

- <http://www.havelholasek.cz/en>
  - Certifications, 18 fields of law
- <http://www.akccs.cz/en/>
  - Design, photos, our principles
- <http://www.akkb.cz/en/index>
  - 16 field of law (services), a lot of news
- [http://www.advokatky.cz/?page\\_id=648&lang=en](http://www.advokatky.cz/?page_id=648&lang=en)
  - Languages, a lot of other services
- <http://www.ksb.cz/en/>
  - Knowledge in a lot of industries



# Weaknesses

- <http://www.havelholasek.cz/en>
  - Only 2 languages
- <http://www.akccs.cz/en/>
  - 26th floor (AKCCS IN NUMBERS) on websites
- <http://www.akkb.cz/en/index>
  - gray colour

<https://nejinfografiky.cz/vyznam-barev-v-ruznych-kulturach-a-jejich-vliv-na-konverzi-infografika/>

- [http://www.advokatky.cz/?page\\_id=648&lang=en](http://www.advokatky.cz/?page_id=648&lang=en)
  - Only women, short CV
- <http://www.ksb.cz/en/>
  - Unitary long text (profile, key facts)



# Websites of law firms

- Basic information
  - Legal expertise (practice areas)
  - Price
  - Profile
  - Contact
- Widespread information
  - Emotional reason (The interests of our clients are our interests, providing a large portfolio of legal services)
  - Interests or News from the area of Law (useful links, firm's news)
  - Certificates (Awards)
  - Publications
  - Recent Major Assignments
  - Languages
  - Customer services (online advice, free parking for clients, unlimited calling, calling 24 hours etc.)
  - Projects sponsoring (eg. Medicine projects)





# Corporate image I

refers to how a corporation is perceived

- A corporation's image is created by:
  - company
  - customers
  - competitors
  - mass media
  - journalists
  - labor unions
  - environmental organizations
  - governments
  - charitable organizations
  - criminal organizations
  - religious organizations
  - political organizations
  - educational organization
- An organization needs to talk the same message to all of its stakeholders, in order to transmit coherence, credibility and ethic. If one of these points is broken, the whole community can make this organization disappear.
- Corporate image of a company is creating with its message, combining its vision, values and activities.



# Corporate image II

- Corporate communications is all about managing perceptions and ensuring:
  - Effective and timely dissemination of information
  - Positive corporate image
  - Good relationship with all stakeholders
- How to improve corporate image:
  - Participate on external events (supplier meets, channel partner meetings, etc.)
  - Ensuring that the company spokesperson is in the public well-known and considered as an authority
  - Preparation of a company profile:
    - Managing content of corporate websites
    - Managing corporate publications - for the external world
    - Managing print media
  - Employee communication (sharing information with employees, building employer pride, managing employee issues, organizing internal events for staff etc.)



# Task for the next lesson

- Choose two websites of law firms in your country and analyze that.