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Marketing for Lawyers

Promotion, building image

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
  - 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
  - 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.