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Práva na označení podnikatelů v praxi obchodních
společností

Propagace právníků



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



Trends in Advertising

- Social media, mobile and internet advertising grew in the last years
- Older media advertising saw declines: the most at newspaper
- 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/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_Me06z5q
- <https://www.youtube.com/watch?v=HL3MxAH-kDI>
- <https://www.youtube.com/watch?v=pzVkbKUFTmY>
- https://www.youtube.com/watch?v=0n01Q_GYsEU
- <https://www.youtube.com/watch?v=ViWf6HptOrE>
- <https://www.youtube.com/watch?v=9PwGcFBayxM>
- <https://www.texaslawhawk.com/video-center/videos/santa-gets-arrested-bryan-wilson-texas-law-hawk/>



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)



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>
<https://www.havelpartners.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?



Strengths of the websites

- <https://www.havelpartners.cz/en/>
 - Certifications, 18 fields of law
- <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 of the websites

- <http://www.havelholasek.cz/en>

- Only 2 languages

- <http://www.akkb.cz/en/index>

- gray colour

Colour is very important – see (table in the end of the article):

<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/>

- Gray colour