

# DESIGNING YOUR MARKETING STRATEGY

**A MARKETING ROADMAP  
FOR SOLO & SMALL LAW FIRMS**

CREATED BY:

NOMOS | MARKETING

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# M A R K E T I N G   R O A D M A P

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IDENTIFY YOUR

## GOALS

Before designing your marketing strategy, let's take a look at your revenue goals, desired new client numbers and vision for the future.

IDENTIFY YOUR  
**CLIENT**

Can you describe your market and ideal client? Let's dig in and get to know them on a deeper level.

IDENTIFY YOUR

## BRAND

What does your law firm stand for? What makes your law firm different? What gets you excited about your practice? Let's find out!

IDENTIFY YOUR  
**STRENGTHS**

What is currently working for you? Let's take a look and figure out how to leverage your strengths for growth.

IDENTIFY YOUR

## CONSTRAINTS

We're all limited by time, money and resources. Let's identify some those constraints and get a better picture of the competitive landscape.

IDENTIFY YOUR  
**REFERRAL SOURCES**

Our best leads come from referrals. Discover how you can capitalize and protect your referrals.

IDENTIFY YOUR

# GOALS

What are the top priorities for your firm in the next three years?

What is your current revenue: \$ \_\_\_\_\_

What revenue will you need to meet your top priorities: \$ \_\_\_\_\_

Current clients/month: \_\_\_\_\_

Average case or client value: \$ \_\_\_\_\_

Desired clients/month: \_\_\_\_\_

5 year vision statement:

10 year vision statement:

IDENTIFY YOUR

# IDEAL CLIENT

What is your primary market? (City, town or neighborhood)

What are these neighborhoods and demographics like?

Describe the best few cases or matters you handled? What was it about those cases or clients that energized you?

Describe the worst cases or matters you have handled? Can you explain what you didn't like about it? Think about both the type of client in addition to the type of case.

IDENTIFY YOUR

# BRAND

Why did you start your law firm?

What do you love about the clients you serve/cases you handle?

Describe your office/practice culture. (Laid back, aggressive, high-achieving, forward thinking...)

What differentiates your firm from your competitors?

# 3 IDENTIFY YOUR BRAND

If someone were to talk about your firm, what would you hope they would say about it?

What do you stand for? What do you stand against?

How is working with your firm different from working with other firms in the area?

What are the specific client or community needs your firm addresses?

IDENTIFY YOUR

# BRAND

What does your firm do to address those needs?

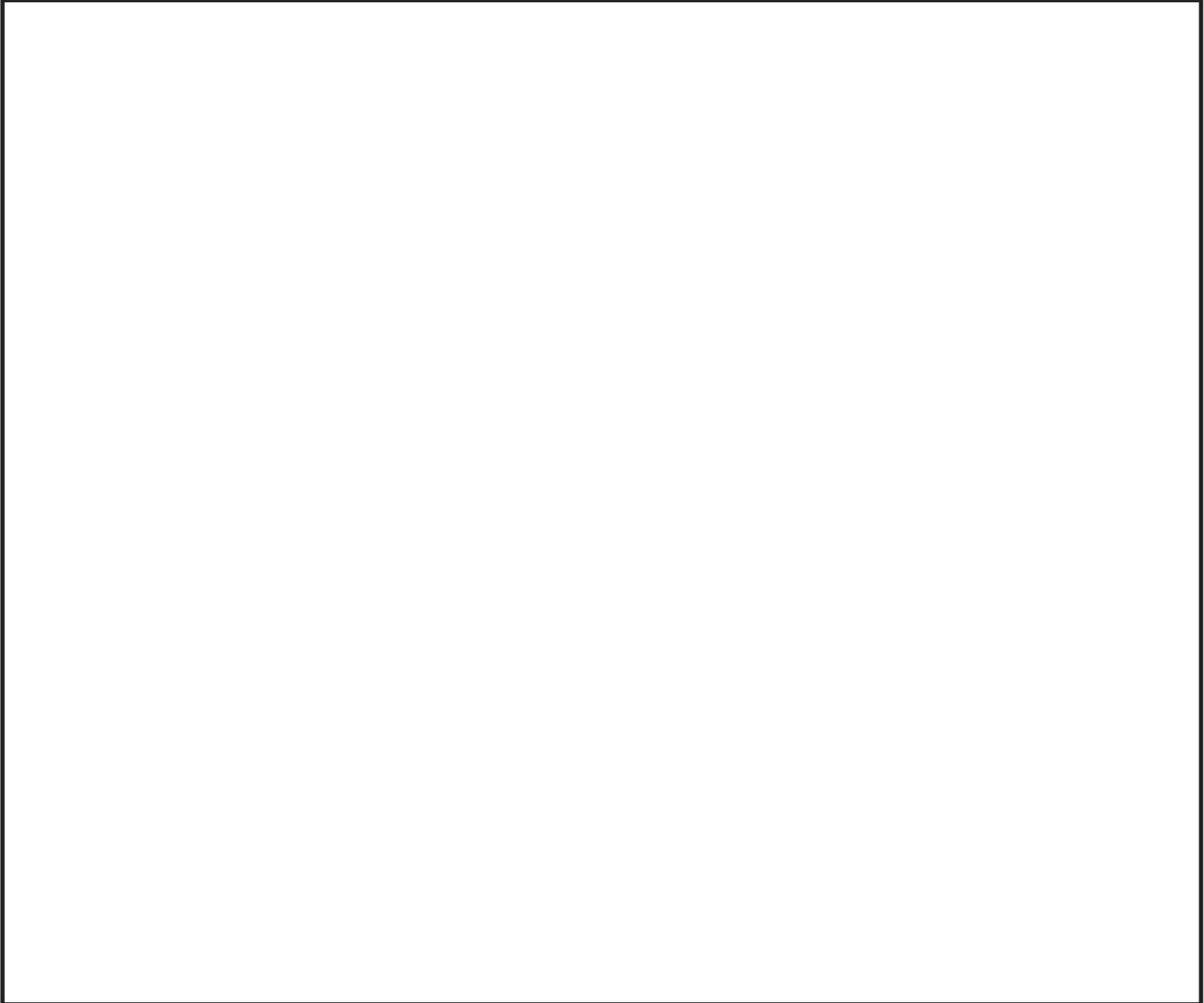
What personality do you put forth when someone works with your firm?

What is your firm's promise to prospects?

IDENTIFY YOUR

# BRAND

Write out your mission statement:

A large, empty rectangular box with a thin black border, intended for the user to write their mission statement. The box is positioned below the instruction and occupies most of the page's width and height.

IDENTIFY YOUR

# STRENGTHS

Where are your potential new clients coming from right now?

Internal processes that are defined/ working:

Positive habits/behaviors of your firm that are adding value to your brand and/or marketing:

Are you comfortable and have a presence on at least one social media platform? Which one? (Facebook, Instagram, Twitter, LinkedIn)

IDENTIFY YOUR

# CONSTRAINTS

How much time do you have to dedicate to marketing your law firm? \_\_\_\_\_ hrs/week

How much do you need to “take home” to be comfortable?  
\$ \_\_\_\_\_

What is your marketing budget for the month? For the year? \$ \_\_\_\_\_ / \$ \_\_\_\_\_

To maintain consistent flow of business, recommended marketing budget is \_\_\_\_\_ percent of revenue.

To grow the flow of business, recommended marketing budget is \_\_\_\_\_ percent of revenue.

Current ratio of Potential New Clients (PNC) to Clients: \_\_\_\_\_  
PNC/ \_\_\_\_\_ Clients

What is the reality of the competition?

IDENTIFY YOUR

# REFERRAL SOURCES

Where do your best cases come from?

How do you stay in touch with former clients?

How do you stay in touch with your professional network?

DESIGN YOUR

# MARKETING STRATEGY

## SUMMARY

Now that we have identified your law firm's goals, ideal client, strengths, constraints and marketing budget, let's design your marketing strategy.

## CREATE YOUR BRAND PLATFORM:

- Summarize your ideal client
- Summarize your USP (3 uniques)
- Curate images - professional, stock and personal
- Collect brand assets - logo, color codes and fonts
- Memorialize your mission statement with a tagline

## DEVELOP A CONTENT MARKETING PLAN:

- Website content (do you need a blog?)
- Social media platforms
- Email marketing
- Video marketing

## DEVELOPING AND PROTECTING REFERRAL SOURCES:

- Bar association events
- Conferences
- Networking events
- Email
- Reviews
- Branded Search Engine Optimization

## INTAKE PROCESS (A.K.A. SALES)

- Who answers the phone/chats/emails?
- How fast do you respond?
- Do you have standard scripts/templates?
- Can you describe what the process will be for your client and provide expected cost on a first call?
- Where do you capture your PNCs? Paper, spreadsheet, intake system, practice management system?
- Who follows up? How often?

## FOR MORE HELP:

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