



## Law Firm Marketing Toolkit

By The Law Society

The Law Society, United Kingdom, 2013. Paperback. Book Condition: New. 246 x 172 mm. Language: English . Brand New Book. This new toolkit offers practical advice and user-friendly templates to make the services your firm offers more attractive to more clients, more often. The toolkit is specifically designed for solicitors not marketeers. In an increasingly crowded legal marketplace law firms need to expand their services to existing clients and attract new business. The toolkit spells out the steps you can take now. You will find sample forms, checklists, example letters and policies for you to use right away. Your firm needs straightforward, practical information and this is exactly what you will find in this toolkit. It includes: SWOT, PESTLE and the six Ps analysis forms Professional contact registration checklist and letter Selling more services to existing clients example letter and forms New clients sample letter and forms The three tiers of promotion checklist Newsletter template Website and social media policies Advertising, sponsorship, press and PR promotions audit. This toolkit includes chapters dealing with the elderly client sector, the personal touch and networking. A useful appendix contains information on Law Society accreditation schemes and illustrates how they can help you to...



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