



Marketing Strategy Worksheet

OVERVIEW

In an effort to more clearly define the elements of a successful marketing campaign, as well as understand current parameters and set expectations prior to committing advertising dollars to a specific tactic, we have created this worksheet.

IMPORTANT NOTE

Try to answer each question as completely as possible. The purpose of this worksheet is to gather intelligence about your law firm, your current marketing and your methods for measuring and tracking results. It is of critical importance to be as subjective and candid as you can.

1. Do you do any advertising, marketing, or PR?
2. How are you tracking your current marketing efforts?
3. What is your Monthly or Annual budget for Advertising/Marketing?
4. What current Media do you use for advertising:

Direct Mail _____ % of Budget _____

Search Engine Marketing _____ % of Budget _____

PPC (Pay Per Click) _____ % of Budget _____

Newspaper _____ % of Budget _____

Television _____ % of Budget _____

Radio _____ % of Budget _____

Billboards _____ % of Budget _____

Email Marketing _____ % of Budget _____

Newsletters _____ % of Budget _____

Other _____ % of Budget _____

Door Hangers, Flyers, Business Cards, etc...

5. How do you determine where to spend your marketing dollars?

6. What Media do you feel works the best? Why?

7. What was your most successful campaign?

8. What do you feel doesn't work in marketing? Why?

9. What is the message you want to get out to the public? Alternatively, how do you feel about lawyer advertising? How will you challenge this?

10. Why should people do business with you? What will they miss if your law firm closed?

11. Do you ask for feedback from clients on their experience in the firm?

12. What are your common Calls-To-Action?

13. Do you provide contact alternatives (chat, text, social) for your clients and web visitors?

14. What practice area(s) are you targeting?

15. What is your target cost per case for this practice area(s)?

16. What are you paying on a cost per case basis for similar case types through your current marketing and advertising campaigns/mediums?

16. Do you have a dedicated intake person/team? Are they properly equipped to take calls 24/7?

17. Are you using a call tracking system to track phone calls directly from this campaign? (Something more than just asking the caller "How did you hear about us?")