



LAW FIRM BRANDING ROADMAP 2023

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Welcome to the 2023 Law Firm Branding Roadmap

A new year is the perfect time for a new start.

Alta Pro's **2023 Law Firm Branding Roadmap** can help make that happen.

The **2023 Law Firm Branding Roadmap** shows you how to shape, sharpen and sell your brand like never before. Whether you need a brand refresh or a total makeover, this is a blueprint to showcase your firm's strengths, tell its unique story, and stand out from the pack. It is designed especially for solos and small firms with limited budgets. Most of the steps are easy and inexpensive.

And if you've never gotten around to branding your practice, this is the time to do it right.

What a Law Firm Brand Is and Isn't

A law firm brand is not just a snappy logo. It's not a catchy name. It's not a fancy website. It is not really a "thing" at all.

"A **brand** is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers."

- American Marketing Association

"A **law brand** is (1) an intangible collection of perceptions in a consumer's mind about your legal service; (2) a promise that is made to clients that sets their expectations of you and your law firm."

- CLIO

Law firm branding is a process, not an event. It takes time – experts suggest one year – to complete. It requires intentionality and continuous effort. But it can also be fun. And the rewards are great.

So what do you say? Let's start branding!

A Word from the Risk Pro

If you're a fan of the TV series *Yellowstone*, you know there's a lot of branding on the show. The big "Y" brand – on livestock and otherwise – is crucial to the success of the Yellowstone ranch.

Law firm branding is just as crucial.

- How would you describe your law firm in a single sentence?
- What distinguishes you from other firms?
- What do you do better than anyone else?
- Who are your target clients?
- How do they feel about their client experience?
- How to blend all the disparate elements of your practice – experience, expertise, personnel, website, logo, font type, community involvement – into a clear, consistent and compelling law brand?

Our **2023 Law Firm Branding Roadmap** will help you answer those questions and more.

Together, let's brand 2023 as a banner year!



Jay Reeves a/k/a The Risk Pro is Alta Pro's on-call risk management consultant.

1. Do a Brand Self-Assessment

- Branding is a marathon, not a sprint; the process may take a year, but you can start right now.
- How would you define your current brand?
- What are your strongest branding elements? Weakest?
- Hold an office mini-retreat to talk about what your firm stands for, what it does well, and how it can be improved.
- **Pro Tip: What 3 adjectives best describe your practice?**

2. Define Your Unique Selling Proposition

- What differentiates your firm from all the others?
- Consider why clients choose your firm and what they like best about it.
- What personal strengths and attributes do you have that enhance your firm's brand?
- **Pro Tip: What is the implicit Brand Promise you make to your clients?**

3. Two Cs of Branding: Clarity and Consistency

- Your brand consists of both tangible elements (logo, website) and intangible elements (expertise, professional accomplishments).
- All elements should communicate the same core message about who you are and what you do.
- Maintain brand consistency across all your marketing channels.
- **Pro Tip: Stand behind your brand; communicate it with confidence.**

4. Identify Your Target Audience

- "If you sell to everyone, you sell to no one."
- Ascertain your top clients; design your brand to appeal to them.
- It takes between 5-10 "touches" (phone calls, meetings, emails, website visits) before a prospect remembers you.
- **Pro Tip: Build an appealing, trustworthy brand; clients choose lawyers they like and trust.**

5. It's All About Your Clients' Feelings

- Clients hire lawyers, not law firms.
- Clients choose lawyers they Know, Like and Trust.
- 95% of consumer decisions are based primarily on their feelings about the product or service.
- "My lawyer listens to me. My lawyer cares about me. My lawyer is there for me."
- **Pro Tip: Protect your professional standing ("You can't SEO your way out of a bad reputation").**

6. Provide a Stellar Client Experience

- Make every step of the client experience - from intake to closing - positive and satisfying.
- Everyone on your team plays a role in making the experience as stress-free and simple as possible for the client.
- Become known as the firm that provides superb client service.
- Solicit client feedback, conduct client surveys, and make adjustments to your systems and processes as needed.
- **Pro Tip: "You can't brand your way out of a bad client experience."**

The Haiku of What You Do

Who do you help? (answer in 5 words)

How do you help them? (7 words)

Why are you uniquely qualified to help? (5 words)

Source: Filament / Matt Homann

20 Ways to Activate Your Brand

Now comes the fun part. You've done the branding basics. You're ready to put your brand out there. Here are some ways to do that:

- Firm name, logo, tagline
- Business cards, brochures, signage
- Bills, invoices and payment reminders
- Customized email template with logo
- Color palette, fonts and design elements that convey how you want clients to feel about your firm
- Consistent voice and tone in all content
- Email newsletters
- "Check out our new look" announcement
- Customized client birthday cards, holiday greetings, thank-you cards and "just checking in" notes
- Marketing materials highlight new brand
- Review all advertising for brand consistency
- Create a budget for branding
- Client surveys and feedback
- Client Relationship Management data
- Client Intake forms
- Client testimonials and online reviews – thank clients for positive review
- Emphasize your experience, notable accomplishments and unique qualifications
- Video content on your website
- Virtual tour of your office
- Video walkthroughs to educate prospects on what to expect

20 Ways to Position Your Brand

Here are some ways to position your brand in front of Target Audience:

- Have a robust, modern, interactive website
- Use chatbots for instant scheduling
- Have a comprehensive FAQ page
- Create a website Knowledge Base to showcase your expertise
- Offer DIY tools to attract prospects
- Start a blog that will appeal to target clients
- Meet clients where they are
- Compile a list of your 10 best referral sources and reach out to them regularly
- Sponsor a local event
- Be active and visible in your community
- Present a free seminar to the public on a hot topic
- Read what your best clients read, join their associations, go where they go
- Post informational videos on your website
- Advertise on local websites that serve your geographic area and clientele
- Claim your Google My Business profile
- Add images, graphics and videos to your Google My Business profile
- List your firm on other referral sites like AVVO, Martindale-Hubbell and Lawyers.com
- Have a robust LinkedIn profile
- Focus on 1-2 social media channels
- Use Web analytics to gauge performance

Six Tools for Branding

[Canva](#). Design app for creating pro-quality graphics

[Designhill](#). Logo design and creation

[MS Word](#). Document creation and graphics

[Hootsuite](#). Social media content management

[MailChimp](#). Email marketing

[HARO \(Help a Reporter Out\)](#). Establish your expertise