

# BUSINESS DEVELOPMENT, MARKETING & CLIENT MANAGEMENT

Successful firms are built on a solid base of long-term clients, so there are two challenges for small practices looking to develop and grow their business. The first is to attract new clients by standing out in a market crowded by lawyers all of whom provide a similar service. The second is to turn existing clients into the sort of repeat customers who will help your practice flourish. This means that for legal practitioners marketing and client management are intertwined concepts and it is not possible to talk about one without the other.

This page looks at both and aims to give you an overview of how you might go about developing your practice so that you achieve everything you set out to do.

## Different methods of Marketing

Marketing is a broad term which includes everything your practice does to attract and retain clients. This ranges from tangible methods of getting your name out such as advertising and sponsorship through to more abstract ideas like reputation and brand. For small practitioners, who almost always operate on limited marketing budgets, the most important consideration is to identify those methods that can deliver maximum return for minimum outlay.

➤ [Read our guide to Digital Marketing for small firms.](#)

## Restrictions on advertising legal services

The position of trust lawyers have in our society means there are limits on the way they can advertise. The advertising of legal services is governed by the Legal Profession Act 2004. Special provisions apply to personal injury or work injury services so before you begin marketing your practice make sure you know about the laws in this area.

➤ [Read about the limits on advertising legal services.](#)

## Developing ongoing relationships

The easiest way to turn one-off clients into repeat ones is to deliver a product they're happy with. The starting point should always be to provide quality advice backed by outstanding service. But even when you've achieved this, clients aren't always aware of the range of what you can do for them. Other times they may need a specific trigger to act. That's why a regular newsletter can be an effective tool. The Law Society's "In touch with the law" client newsletter and "See a Solicitor" brochure are designed to let you showcase your practice as well as inform clients about legal basics and recent developments in the law.

➤ [Read about newsletters and brochures.](#)

➤ [Buy the Law Society newsletter from the Law Society Shop \(login to receive a discounted member price\).](#)

## Using the Law Society logo

We encourage small practices to use their Law Society membership as a marketing tool. After all, we're the largest and most influential association for solicitors in Australia and our brand is known and trusted in the general community.

➤ [Login to read more and download the logo.](#)

## **Solicitor referral service**

Our Solicitor Referral Service can be an important source of work. It receives more than 21,000 enquiries a year from solicitors and members of the public.

➤ **Read more about how to register your practice.**

## **Building your brand**

Your brand is the sum of everything you and your practice represent. So building your brand begins by becoming known for something. Specialist Accreditation can help in this task, so too can advertising in the Law Society Journal and the Law Society Diary. But there is no substitute for networking.

This may mean networking with potential clients through common interests such as the local chamber of commerce and social activities. It might also include presenting on your area of expertise at community events and contributing articles and ideas into the public domain.

To learn about what it takes to build your brand we suggest you read this article by Ray Hartley on Developing your Practice.

➤ **Read about networking.**

➤ **Read more about advertising in the Law Society Diary and the Law Society Journal.**

## **Specialist Accreditation**

By obtaining Specialist Accreditation you immediately let clients know you are recognised by your peers for your expertise and excellence. The Law Society has developed a range of resources to help you promote your specialist accreditation to the community.

➤ **Read about Specialist Accreditation Scheme.**

➤ **Download a flyer promoting awareness of Accredited Specialists to the public.**

➤ **Read about how to market your specialist accreditation.**