

LEGAL PUBLIC RELATIONS AND MARKETING FOR SMALL PRACTICE LAWYERS

LEGAL CASE AMPLIFICATION



AGENDA



- Welcome and Introduction
- The Importance of Legal PR and Marketing
- Regulatory & Rules
- Ethical Considerations
- Understanding Your Audience
- Building Your Brand
- Crafting Your Message
- Leveraging Social Media
- Online Reputation Management
- Content Creation Strategies
- Press Releases and Media Engagement
- Building a Website That Works
- Crisis Management
- Measuring Success: Key Metrics
- Legal Case Amplification
- Resources and Q&A



WELCOME AND INTRODUCTION

Welcome to "Legal Public Relations and Marketing for Small Practice Lawyers."

MEET YOUR INSTRUCTOR: JODI COVINGTON



OBJECTIVES :

Gain insights into effective legal PR and marketing strategies for small law practices.



THE **IMPORTANCE** OF LEGAL PR AND MARKETING

Defining Legal PR and Marketing:

- Legal Public Relations (PR) involves managing communication between a law firm and its various stakeholders, including clients, the media, and the public. It aims to shape the firm's image, reputation, and messaging.
- Legal Marketing encompasses strategies and tactics used to promote legal services, build brand awareness, and attract and retain clients.

Why Legal PR and Marketing Matter:

- In today's digital age, the legal industry is highly competitive. Effective PR and marketing distinguish law firms, create trust, and help clients make informed decisions.
- Legal PR manages a firm's reputation, fostering trust and credibility, while legal marketing generates leads and new business opportunities.



Benefits for Small Law Practices:

- Small practices can level the playing field by using PR and marketing to reach a broader audience and compete with larger firms.
- These strategies help small firms showcase their expertise, build a strong online presence, and connect with potential clients.

UNDERSTANDING YOUR AUDIENCE

Know Your Target Audience:

- Understanding your audience is fundamental to effective legal PR and marketing.
- Consider demographics, psychographics, and legal needs when defining your target audience.
- Creating client personas helps tailor your messaging to specific groups.

Client Personas: Who Are You Speaking To?

- - Develop detailed client personas based on demographics, interests, and legal needs.
- - Understand their pain points and challenges to address them in your messaging.
- - Tailor your content to resonate with each persona.



Tailoring Messages to Your Audience:

- - Crafting personalized messages improves engagement.
- - Use client personas to inform content creation, website design, and marketing strategies.
- - Speak directly to your audience's concerns and interests.

A grayscale photograph of a hand holding a 3D, white, block-letter logo that says "brand". The hand is positioned as if presenting the logo. The background is a blurred grayscale image with the word "brand" repeated in a larger font.

Branding Basics:

- Your brand is more than a logo; it's your firm's identity.
- Consistency in branding across all channels fosters recognition and trust.
- A strong brand distinguishes your firm and builds credibility.



Defining Your Unique Selling Proposition (USP)

- Identify what sets your practice apart from competitors.
- Your USP could be expertise in a specific area of law, exceptional client service, or unique pricing structures.
- Highlight your USP in all marketing materials.



Creating a Memorable Brand Identity:

- Brand identity includes logos, colors, fonts, and messaging.
- A well-defined brand identity helps clients remember and recognize your firm.
- Ensure your brand aligns with your firm's values and mission.

CRAFTING YOUR MESSAGE

The Art of Storytelling:

- Storytelling humanizes your firm and connects with your audience.
- Use narratives to explain complex legal concepts and demonstrate your expertise.
- Share success stories or case studies to illustrate your track record.

Developing Compelling Legal Narratives:

- Legal narratives should be clear, concise, and relatable.
- Focus on the client's journey, challenges, and outcomes.
- Empathize with your audience and showcase your ability to solve legal problems.

Communicating Your Value:

- Your messaging should communicate the value you offer clients.
- Highlight your firm's strengths, unique solutions, and commitment to client success.
- Explain why clients should choose your practice over others.



REGULATORY & RULES

BASED ON THE HANDBOOK ON LAWYER ADVERTISING & SOLICITATION (THE FL BAR STANDING COMMITTEE ON ADVERSITING 12TH EDITION)

- Rule 4-7.11(A) Type of media the FL Lawyers advertising rules apply to
- Rule 4-7.11(b): Who the Florida lawyers advertising rules apply to
- Standing Committee on Advertising Decision re: Press Releases
- Rule 4-7.19(a): Filing requirement for Direct Mail, Email, Text Message and targeted social media posts
- Rule 4-7.20: Exemptions from filing requirements

<https://www-media.floridabar.org/uploads/2023/08/Handbook-2023-SCA-Approved-8-16-23-FINAL-ADA-Compliant.pdf>

<https://www-media.floridabar.org/uploads/2023/09/Sample-Ads-2023-updated-8-21-23-ADA-Compliant.pdf>

Florida Bar Standing Committee on Advertising is charged by the Fla. Supreme Court with the responsibility of evaluating all nonexempt lawyer advertisement as well as all direct mail communications to prospective clients for compliance with the Rules Regulating The Florida Bar. So, it's a good idea to familiarize oneself with the Handbook on Lawyer Advertising and Solicitation



REGULATORY & RULES

Did you know that you have to submitted your advertisements to the Steering Committee for approval?

Did you know that it cost \$150/ timely filed advertisement and \$250 (Rush Fee) per untimely filed advertisement?

If you need to change anything on the advertisement it is considered a new submission.

Now that we know this, lets talk about the type of advertisement you must submit in advance to the committee for approval:

Types of Media – Rule 4-7.11(a) Florida’s lawyer advertising rules apply to all forms of communication seeking legal employment in any print or electronic forum, including but not limited to newspapers, magazines, brochures, flyers, television, radio, direct mail, electronic mail, and Internet, including banners, pop-ups, websites, social networking, and video sharing media.

Timeframe to Submit

DIRECT MAIL AND DIRECT EMAIL – RULE 4-7.19(A)

All unsolicited direct mail and direct email advertisements must be filed for review at least 20 days before their planned use. Rules 4-7.19(a) and 4-7.20(a).

ALL OTHER MEDIA (TELEVISION, RADIO, PRINT, BILLBOARDS AND SIGNS, INTERNET BANNER AND POP-UP ADS, ETC.) – RULE 4-7.19(A)

Television, radio, print, and internet advertisements (except for lawyer or law firm websites) must be filed for review with the bar at its headquarters address at least 20 days before their first use, unless the content of the advertisements is limited to the presumptively valid content listed in Rule 4-7.16. Rules 4-7.19(a) and 4-7.20(a). Presumptively valid content is also commonly referred to as “safe harbor” or “tombstone” information.



REGULATORY & RULES

WHERE TO FILE

All required filings must be submitted to: Ethics and Advertising Department, The Florida Bar, 651 E. Jefferson St., Tallahassee, Florida 32399-2300. If you are attempting to file an advertisement for review under Chapter 4-7, Rules Regulating The Florida Bar, please note that the bar does not accept initial filings by email because filing fees by check made payable to The Florida Bar are required for each advertisement filed for review and must accompany the initial filing.

WHEN TO FILE

All required filings must be submitted for review at least 20 days before the first use of the advertisement to allow for a 15-day evaluation period and 5 days mailing time.

CONTENTS OF FILING

A filing with the bar must include:

- a copy of the advertisement:
 - on DVD or flash drive for television (one advertisement per DVD or flash drive)*
 - on CD or flash drive for radio (one advertisement per CD or flash drive)*
 - plus all enclosures and a sample envelope for direct mail noted as a self-mailer on the cover sheet or cover letter for self-mailing direct mail
- a transcript of the audio portion of the recording, if audio is used;
- a printed copy of all text used in the advertisement, including both on-screen text and audio if applicable;
- a statement listing all media in which the advertisement or communication will appear, the expected frequency of use of the advertisement or communication in each medium in which it will appear, and the anticipated time period during which the advertisement or communication will be used;
- the name of the lawyer responsible for the content;
- a check made payable to The Florida Bar including \$150 for each advertisement timely filed (at least 20 days in advance of first use) and \$250 for each advertisement filed late (less than 20 days in advance of first use); and
- an accurate English translation if the advertisement appears in a language other than English.



Exemptions from Filing

- **ANNOUNCEMENTS OF CONTRIBUTION OR SPONSORSHIP – RULE 4-7.20(B)**
- **LEGAL LISTINGS – RULE 4-7.20(C):** A listing or entry in a law list or bar publication
- **MAILINGS TO LAWYERS, CURRENT CLIENTS AND FORMER CLIENTS – RULE 4-7.20(D)**
 - Mailings that are sent only to other lawyers, current clients, and former clients
- **COMMUNICATIONS SENT AT THE REQUEST OF A PROSPECTIVE CLIENT – RULE 4-7.20(E)**
 - Mailings or other communications sent to a prospective client at that prospective client's request
- **PROFESSIONAL ANNOUNCEMENTS – RULE 4-7.20(F)**
 - Professional announcement cards (announcing changed associations or addresses) that are mailed only to relatives, close personal friends, existing clients, former clients, or other lawyers.
- **WEBSITES – RULE 4-7.20(G)**
 - Lawyer and law firm websites are exempt from the filing requirement, including pop-ups on the lawyer or law firm's own website.
- **FLORIDA BAR CONSUMER INFORMATION PAMPHLETS – SCA DECISION**
 - Florida Bar consumer information pamphlets stamped with a lawyer's exempt contact information and placed in the lobby of a business where pick up by consumers is strictly voluntary are exempt from the filing requirement.
- **FLORIDA BAR JOURNAL AND NEWS ADVERTISEMENTS – SCA DECISION**
 - Advertisements by lawyers placed in the Florida Bar Journal and Florida Bar News are not required to be filed for review. Please note that the editorial policy of the Florida Bar Journal and Florida Bar News is that advertisements must comply with substantive lawyer advertising rules.
- **LETTERHEAD & BUSINESS CARDS – SCA DECISION**
 - Letterhead and business cards, provided they are not used in an unsolicited, direct mail communication or duplicated for publication in an advertising medium, are exempt from the filing requirement.
- **MEDIATOR ADVERTISEMENTS – SCA DECISION**
 - Advertisements solely for mediator services in which the advertisements contain no information about legal services or experience other than that the mediator is a member of The Florida Bar, are exempt from the filing requirement.
- **NEWSPAPER ARTICLES AND COLUMNS – SCA DECISION**
 - Newspaper articles and columns that are written by a lawyer that are informational and do not contain promotional information about the lawyer are not required to be filed for review.
- **NEWSLETTERS – SCA DECISION**
 - Informational newsletters which contain the lawyer or law firm's name, address, phone number and fax number must be filed for review. If the promotional information about the lawyer or law firm does not change from issue to issue, only the first issue of the newsletter is required to be filed for review; subsequent issues need not be filed for review ([Advertising Opinion A-99-1](#)).
- **SOLICITATION OF BIRTH MOTHERS – SCA DECISION**
 - Advertisements to solicit birth mothers when placed by an attorney on behalf of existing adoption clients are not required to be filed for review.
- **SOLICITATION OF WITNESSES – SCA DECISION**
 - Florida's lawyer advertising rules do not apply to notices to find witnesses if the lawyer has an existing client and the lawyer does not intend to accept prospective clients as a result of placing the notice seeking witnesses.



Exemptions from Filing

“TOMBSTONE” ADS FOR QUALIFYING PROVIDERS – RULES 4-7.20(A) AND 4-7.16(B)

An advertisement for a qualifying provider (lawyer referral service, matching service, group or pooled advertising program, directory, or tips or leads generator) that contains no information or illustrations other than its name, location, telephone number, the fee charged, its hours of operation, the process by which referrals or matches are made, the areas of law in which referrals or matches are offered, the geographic area in which the participating lawyers practice, and, if applicable, the provider’s nonprofit status, its status as a lawyer referral service approved by The Florida Bar, and the logo of its sponsoring bar association. **Direct mail and direct email advertisements do not fall within this exception and must always be filed for review.**

“TOMBSTONE” ADS FOR LAWYERS OR LAW FIRMS- RULES 4-7.20(A) AND 4-7.16(A)

Direct mail and direct email advertisements do not fall within this exception and must always be filed for review. **An advertisement in any public medium (e.g., TV, radio, print, internet banner, internet pop-up) that contains no information other than the following is not required to be filed for review:**

- The name of the lawyer or law firm, a listing of firm lawyers, office locations and parking arrangements, disability accommodations, telephone numbers, Web site addresses, email addresses, office and telephone service hours, and a designation such as “attorney” or “law firm”;
- Date of admission to The Florida Bar and any other bars; current membership or positions held in The Florida Bar, its sections or committees or those of other state bars; former membership or positions held in The Florida Bar, its sections or committees, together with dates of membership or those of other state bars; former legal positions or legal employment together with the dates the positions were held; years of experience practicing law, number of lawyers in the advertising firm, and a listing of federal courts and jurisdictions other than Florida where the lawyer is licensed to practice;
- Technical and professional licenses granted by the state or other recognized licensing authorities and educational degrees received, including dates and institutions; military service, including branch and dates of service;
- Military service, including branch and dates of service;
- Foreign language ability;
- Fields of law in which the lawyer practices, including official certification logos subject to Rule 4-7.14(a)(4) on certification or specialty;
- Participation in prepaid or group legal service plans;
- credit cards accepted;
- Fee for initial consultation and fee schedule, subject to Rule 4-7.14(a)(5) regarding disclosing client responsibility for costs and honoring advertised fees;
- Common salutary language such as “best wishes,” “good luck,” “happy holidays,” “pleased to announce,” or “proudly serving your community”;
- Punctuation marks and common typographical marks;
- An illustration of the scales of justice not deceptively similar to official certification logos or The Florida Bar logo, a gavel, traditional renditions of Lady Justice, the Statute of Liberty, the American flag, the American eagle, the State of Florida flag, an unadorned set of law books, the inside or outside of a courthouse, column(s), diploma(s), or a photograph of the lawyer or lawyers who are members of or employed by the firm against a plain background consisting of a single solid color or a plain unadorned set of law books.



Ethical Issues

1. Deceptive and Inherently Misleading Statements
 2. Predictions of Success
 3. Past Results
 4. Comparisons
 5. Areas not currently practiced
 6. Nonlawyer appearing to be members of firm
 7. Dramatizations
 8. Actors Disclosure
 9. Testimonials
- Testimonials are prohibited unless they meet the following requirements:
 - the person making the testimonial must be qualified to evaluate the lawyer
 - the testimonial must be the actual experience of the person making the testimonial
 - the information provided by the testimonial must be representative of what clients of the lawyer or law firm generally experience
 - the lawyer may not write or draft the testimonial
 - the person making the testimonial may receive nothing of value in exchange for the testimonial
 - If the testimonial contains information about results obtained, the advertisement must contain a clear and conspicuous disclaimer that prospective clients may not obtain the same or similar results.
 - The required disclaimer may not appear in fine print, nor may it be buried in a footnote

Unduly Manipulative or Intrusive Advertisements - Rule 4-7.15

Manipulative Appeals – Rule 4-7.15(a)

Authority Figures – Rule 4-7.15(b)

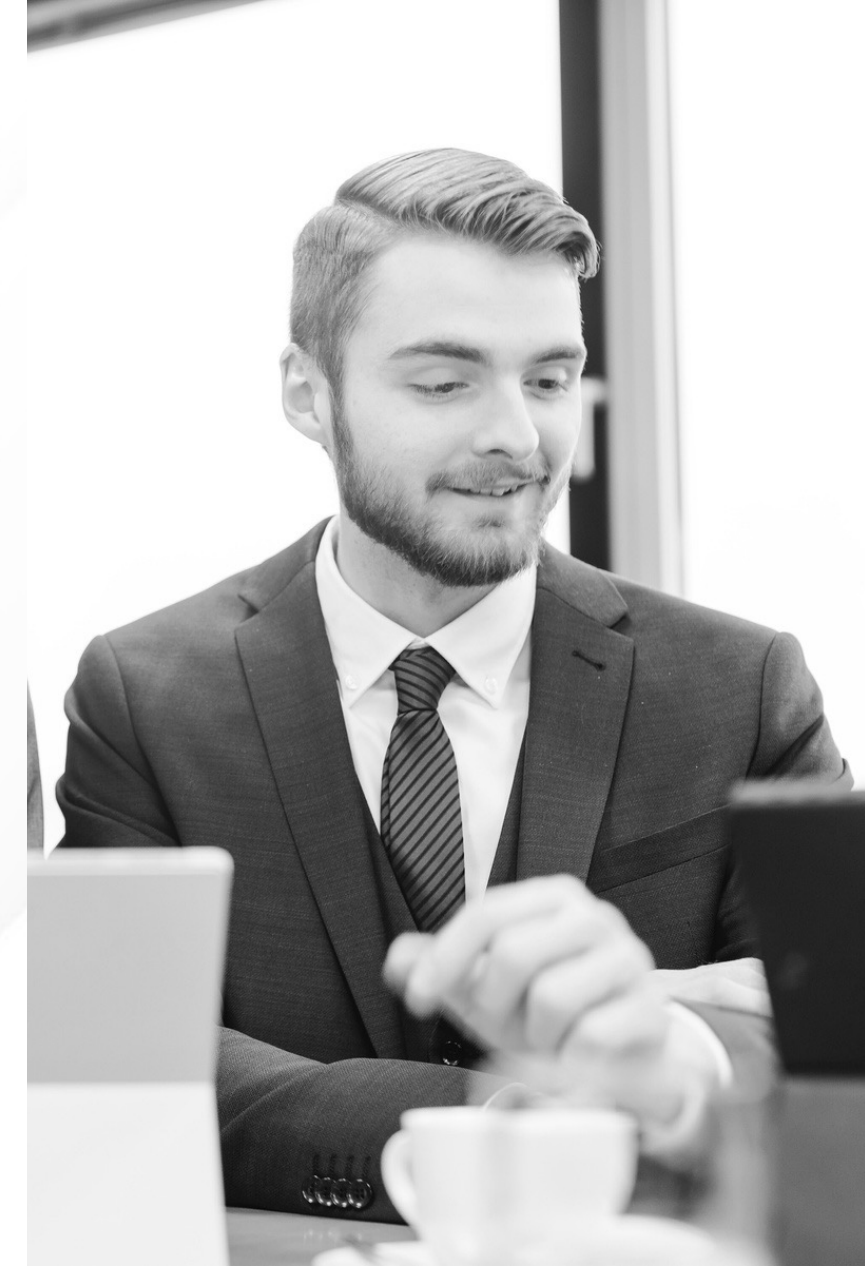
Celebrities – Rule 4-7.15(c)

Economic Incentives – Rule 4-7.15(d)





CREATING A WINNING STRATEGY



NOW THAT YOU UNDERSTAND YOUR BRAND...

- It's time to develop a marketing strategy that will grow your firm
- Goal setting and understanding your objectives
- Measurements and readjust

Strategies Vs. Tactics

Understanding Strategies and Tactics

- Strategy: The overarching plan guiding your marketing and PR efforts.
- Tactics: The specific actions taken to implement the strategy.
- Strategies focus on the "what" and "why," while tactics address the "how."

Importance of Alignment

- Strategies and tactics must align with each other and overall business objectives.
- Effective alignment ensures actions contribute directly to achieving goals.
- Regular evaluation and adjustment are necessary for optimal performance.

Example

Strategy: Social Media Advertising

Tactics:

1. Research which social media platform will work best for my firm
2. Open an account and ensure it is branded correctly
3. Start an advertising account
4. Create assets to advertise my services (2 videos and 2 static images)
5. Run my first ad campaign



LEVERAGING SOCIAL MEDIA



The Power of Social Media

- Social media platforms offer extensive reach and engagement opportunities.
- Legal practices can use platforms like LinkedIn, Facebook, Twitter, and Instagram to connect with clients.
- Sharing valuable content and engaging with followers enhances your online presence.

Platform Selection: Where to Be

- Choose social media platforms based on your target audience.
- LinkedIn is ideal for B2B and professional connections, while Facebook may suit a broader audience.
- Tailor your strategy to the platform's strengths and audience.

Strategies for Engaging Your Audience

- Share informative legal content, industry insights, and client testimonials.
- Engage with comments, questions, and messages promptly.
- Consider running targeted social media ad campaigns to reach a wider audience.

ONLINE REPUTATION MANAGEMENT

Your Online Reputation Matters:

- A positive online reputation is crucial for attracting clients.
- Clients often read reviews and search for information about your practice online.
- Managing your online reputation builds trust and credibility.

Monitoring and Managing Your Online Presence

- Regularly monitor online reviews and mentions of your firm.
- Respond professionally and promptly to both positive and negative feedback.
- Address concerns and demonstrate a commitment to client satisfaction.

Responding to Reviews and Feedback

- Thank clients for positive reviews and encourage them to share their experiences.
- Address negative reviews with empathy and a commitment to resolving issues.
- Show potential clients that you take feedback seriously and strive to improve.



PRESS RELEASES AND MEDIA ENGAGEMENT



Crafting Effective Press Releases

- Press releases communicate important legal developments and milestones.
- Follow a standardized format with a clear headline, lead, body, and contact information.
- Include key details and quotes for media use.



Building Relationships with the Media

- Establish relationships with legal affairs reporters and journalists.
- Provide journalists with valuable insights and access to legal experts.
- Cultivate trust and credibility with media outlets.



Media Interviews and Press Conferences

- Be prepared for media interviews and press conferences.
- Develop key messages and talking points.
- Ensure spokespeople are trained in media engagement.



BUILDING A WEBSITE THAT WORKS

The Role of Your Website

- Your website is often the first point of contact with potential clients.
- It should provide essential information, showcase your services, and offer a user-friendly experience.
- Websites serve as a central hub for all online marketing efforts.

Design and User Experience

- Ensure your website design is professional, visually appealing, and mobile-responsive.
- Optimize site navigation for easy access to key information.
- Include clear calls to action (CTAs) to encourage contact or consultation.

SEO Basics for Lawyers

- Search engine optimization (SEO) helps your website rank higher in search results.
- Use relevant keywords, meta tags, and high-quality content to improve SEO.
- Local SEO strategies can help



CRISIS MANAGEMENT



Preparing for Crisis Situations

- Explore the importance of crisis preparedness in the legal profession.
- Understand how crises can impact your reputation and client relationships.
- Learn proactive strategies to mitigate risks.

Crisis Communication Strategies

- Discover effective communication strategies during crises.
- Ensure your firm responds promptly, transparently, and empathetically.
- Learn from case studies highlighting successful crisis management.

Protecting Your Reputation During Crisis

- Understand the long-term effects of crisis management on your firm's reputation.
- Explore how ethical and responsible crisis resolution can reinforce trust with clients.
- Prepare your firm to handle crisis situations with professionalism.

MEASURING SUCCESS: KEY METRICS

Defining Key Performance Indicators (KPIs)

- Identify the essential metrics and KPIs to measure the effectiveness of your legal PR and marketing efforts.
- Understand how KPIs align with your goals and objectives.
- Learn how data-driven decisions can improve your strategies.

Tracking and Analyzing PR and Marketing Metrics

- Explore tools and techniques for tracking and analyzing PR and marketing metrics.
- Discover how to measure website traffic, conversion rates, social media engagement, and more.
- Interpret the data to make informed adjustments to your strategies.

Adapting Strategies Based on Data

- Understand the iterative nature of legal PR and marketing.
- Learn how to adapt your strategies based on data insights.
- Improve your campaigns, reach, and effectiveness through data-driven decisions.



LEGAL CASE AMPLIFICATION

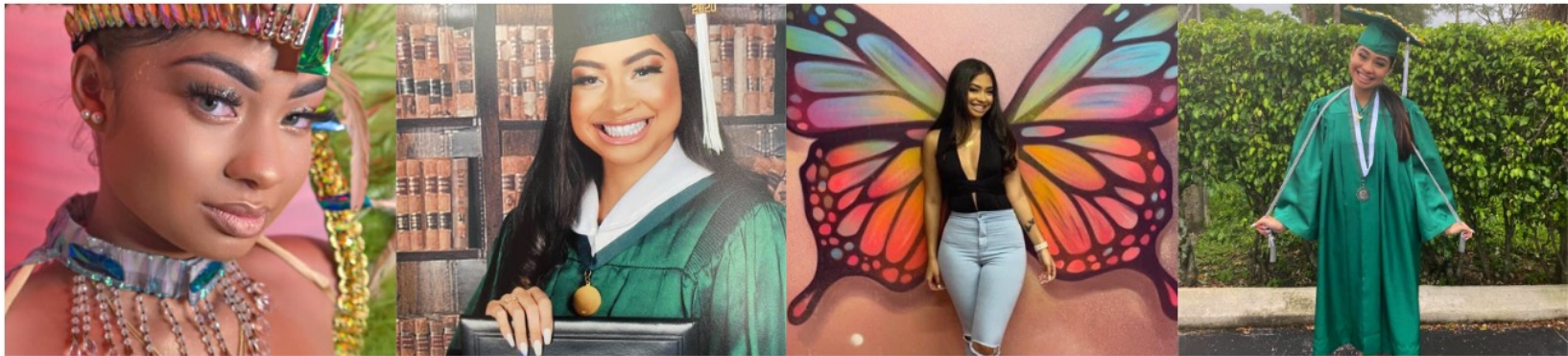


WHAT IS LCA?

- Legal Case Amplification (LCA) is a comprehensive strategy designed to magnify the impact of legal cases through strategic communication and advocacy efforts.
- LCA involves leveraging various tools and tactics, such as public relations, stakeholder engagement, media management, and community support, to amplify the narrative and reach of a legal case.
- The goal of LCA is to raise awareness, generate public support, and ultimately influence outcomes in favor of the client.



Examples of Legal Case Amplification: Miya Marcano



Governor Ron DeSantis Signs Miya’s Law to Strengthen Renter Safety

On June 27, 2022, in News Releases, by Staff

TALLAHASSEE, Fla. — Today, Governor Ron DeSantis signed Senate Bill (SB) 898, designating it as “Miya’s Law”, to strengthen residential tenant safety measures including requiring background checks for prospective employees, maintaining a log for each dwelling unit’s keys, and increasing notification requirements for maintenance and repairs from 12 to 24 hours. The bill is named after Miya Marcano, a young woman and Orlando student who was tragically killed in her apartment in 2021 by a maintenance worker who entered her unit with an apartment key fob.

“Every tenant deserves to be safe in their own home,” said **Governor Ron DeSantis**. “By signing this legislation, we are making it safer to live in a rental unit and giving renters more peace of mind in their homes. Miya’s death was a tragedy, and our prayers continue to be with the Marcano family. I am proud to act on their behalf to help prevent a tragedy like that from happening to another Florida tenant.”

About 300 results (0.24 seconds)

CNN

Family of woman found dead in the woods in Orlando sues sheriff and deputies for allegedly not properly investigating her disappearance

The family of a 19-year-old woman found dead in the woods near her Orlando, Florida, apartment is suing the Orange County sheriff's office...
Sep 26, 2023

Good Morning America

Horrifying new details in Miya Marcano case

MORE: Body believed to be missing 19-year-old Miya Marcano found: Police. Caballero was a maintenance worker at Arden Villas who was found dead Sept. 27, three...
Nov 17, 2023

WKMG

Miya Marcano's family sues Orange County Sheriff's Office, accuses agency of negligence

The family of Miya Marcano, the Orange County woman who disappeared from her UCF-area apartment in September of 2021 and was later found...
Sep 25, 2023

WESH

Miya Marcano's family settles lawsuit against Arden Villas

GET LOCAL BREAKING NEWS ALERTS. The latest breaking updates, delivered straight to your email inbox. ... WESH 2 Investigates has learned the...
Aug 9, 2023



RESOURCES AND Q&A

- **Additional Resources for Legal PR and Marketing**
- **Q&A Session: Ask Your Questions**

