

FISHMAN MARKETING 

ASIFI

**20 Top Marketing Tips
During COVID and Beyond**

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**THE RULES ARE DIFFERENT.
THE GAME HAS CHANGED.**

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Focus on *their* needs



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**SELL CARE, COMFORT,
TRUST, SECURITY, EMOTION**

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Sell comfort, security, emotion

- Today *everyone is stressed*
 - Health, family, finances, personnel
- "We got this"
- We like helping people. Now *prove* it

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Today requires different skills

- Personal meetings, phone calls
 - Zoom, not ballrooms
- Most-important personal traits
 - Hold their hands, do great work
 - Care, listen, be supportive
- Time to reach out to help

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CONTACT YOUR BEST CLIENTS

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Contact your best clients

- Call to show care, concern
 - How are they doing?
 - People now answer their own phones
 - Who do you speak with?
- Trusted Advisor
 - Adding value
- Regular check-in calls
 - 10 minutes
 - Offer ongoing help, ideas, value
 - "Help me look around the corner"

*How are you?
How can I help?*

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CONTACT FORMER CLIENTS

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Reach out to small, former clients

- Check in with anyone you care about
 - Smaller clients
 - Former clients
 - Hot prospects
- How are they doing?
 - They may need help too
 - Show your care, concern
 - Offer help, ideas, value
 - Show what they're not getting

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THE MORE THEY TALK...

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The more *they* talk...

- The more they like you!
- The *smarter* they think *you* are!
- Remember *that* when trying to persuade a prospect that you're smart
 - Good questions show your knowledge
- 80/20 Rule of Communication

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VIDEOCONFERENCING

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Is video the best platform?

- Hitting Zoom overload?
 - Zoom, WebEx, Skype, Teams...
 - Pick up and dial
- It's closer to being in-person
 - Is a phone call sufficient?
 - Do you need to "read" them?
 - Foster a personal connection?
- Bigger obligation
 - Requires preparation, priming

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"GOOD" ISN'T GOOD ENOUGH

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Your webinars can't be "fine"

- Our targets have many options
 - In Q2, 100 largest US law firms produced **1,285 webinars**
 - 74% COVID-related
 - Top 3 firms - **one program per day***
 - 85% produced by 50 firms
 - Big clients get 250+ invites *per day*
 - Cat Moon, Vanderbilt Law School

*Baretz + Brunelle, "A Survey on Legal Marketing in a Pandemic"

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Your webinars can't be "fine"

- No pressure to stay
- Must work *extra* hard to be *great*
 - Creative, unique, entertaining, fun
 - Great content, practical, useful



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Raise the camera

- Camera at or slightly *above* your eyes, more flattering
 - Tripod for your phone
 - Horizontal



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Improve your lighting

- Avoid silhouettes
 - Add light from the front if necessary



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Get a webcam cover slider

- Cheap
- Maintain your privacy
- Closed when not on a call
- Avoid "mistakes..."



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Test your setup

- Before a call run a test
 - Sound, lighting, background
- Go to zoom.us/test
 - Follow the prompts

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WHY LINKEDIN IS SO IMPORTANT NOW

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Why LinkedIn is important now

- Online even more important with less in-person contact
- *Every* client or prospect will look you up online
- Critical time in the hiring process
- Is it compelling? Persuasive?
 - Does it tell your unique story?
 - Features or benefits?

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Home Firm Profile Client Service Philosophy Areas of Practice Representative Cases Attorney Profiles

Our Blog: **Smith & Jones** *"We Get Results.™"*
Coming soon.

Our firm is big and old. We offer the technical skills of a large firm and the collegial culture of a small firm. We work as a team; we are efficient, service oriented, and *partner* with our clients.

Our firm offers value-added, results-driven technical skills and business solutions. We are diverse, community oriented, and green. We're cheaper because we're in a smaller market.

We represent *everyone*, from individuals to large companies. Our more than 73 professionals have 77 specialties from ADR to Zero-Based Budgeting. We are best at every single one of them.

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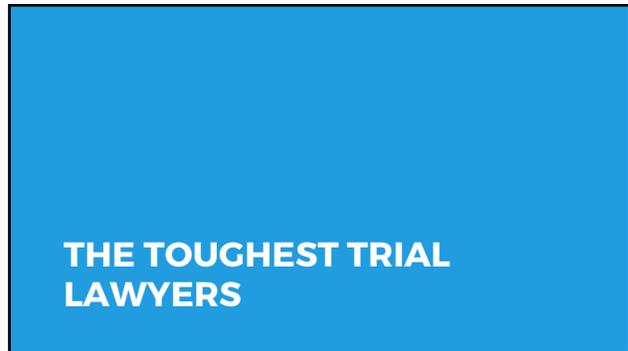
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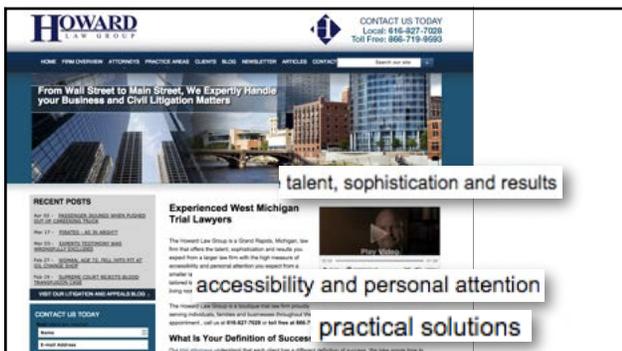
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HOWARD LAW GROUP

TOUGH. AND HOW.

The Howard Law Group takes on the toughest, most complicated cases for companies like ABC Company Services, XYZ Firm and Company, Inc. and we take no hold, we haven't had a big trial in over a decade. Our team doesn't leave around, we get to work, get to the heart of the matter and get results. When everything is on the line.

The toughest cases. The most dire circumstances. We take them all on and win. And how.

SOPHISTICATED. AND HOW.

WHEN EVERYTHING IS ON THE LINE.

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HOWARD LAW GROUP

TOUGH, SOPHISTICATED LITIGATION. OUR FIRM

At the Howard Law Group, we handle the ugliest, hardest, and most complex disputes and cases. We're the go-to firm because we have the most talented, experienced, and aggressive litigators, attorneys, paralegals, legal assistants, and support staff.

Why? For starters, we've handled over 300 significant trials over the past decade. That's three hundred. And we won 98% of them. That's three hundred. And we won 98% of them. We've handled over 300 significant trials over the past decade. That's three hundred. And we won 98% of them. We've handled over 300 significant trials over the past decade. That's three hundred. And we won 98% of them.

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WHEN EVERYTHING IS ON THE LINE.

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Compare

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WHEN EVERYTHING IS ON THE LINE.

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"How Potent is Your Patent?"™

We focus on the patent everyone can focus on the invention.

Sherin Kessler Goldstein Fox

WHEN EVERYTHING IS ON THE LINE.

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hrfm heslin rothenberg farley mesiti
ALL UP ALL THE TIME.

WE PROTECT THE MOST LOVED TRADEMARKS IN THE WORLD.

OUR IP SERVICES

CONTACT US ATTORNEY SEARCH

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MARKETING YOURSELF AND ASIPI

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Marketing *yourself* and ASIPI

- Marketing *yourself* within ASIPI
 - Your personal networking
 - Building your brand
 - Connect yourself to a specific *jurisdiction*
 - Luis Alejandro Henriquez = Venezuela
 - Martin Pittaluga = Uruguay



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In Uruguay,
the government
has banned salt shakers.

We know IP law as well as we know Uruguay.
From knowing how to ask for salt in restaurants to more importantly, helping multi-national corporations file patents to protect their intellectual property locally, no one knows Uruguay and the other countries in Latam better than we do.

IP Law in Uruguay
is our area of influence.

Pittaluga
abogados

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In Uruguay,
the 29th day of each
month is officially
Gnocchi Day.

From knowing where to get the best gnocchi to more importantly, helping multi-national corporations file patents to protect their intellectual property locally, no one knows Uruguay and the other countries in Latam better than we do.

Uruguay is our area of influence.

Pittaluga
abogados

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PEREIRA NETO,
GUREVICH
& SCHOUERI
ADVOGADOS

www.lacazmartins.com.br

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Target marketing

FIND A SPECIALTY

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Marketing a *general* service

Who's your audience?
Who's the target?
Everyone?

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Your goal: "Market Leadership"

- Not "Get our name out there"
- *Dominate* an area
 - *Own* something
 - Industry
 - Sub-specialty practice
 - Combination

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FOCUS ON AN INDUSTRY

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Timber Law



Watson Bennett's idea of a branch office.

Watson Bennett is a leading national law firm with offices in 15 states. The firm's focus is on providing legal and business solutions to the timber and wood products industry. Watson Bennett is a leader in the industry and has a proven track record of success. The firm's expertise is in timber law, wood products, and related industries. Watson Bennett is a national leader in the industry and has a proven track record of success. The firm's expertise is in timber law, wood products, and related industries.

WATSON BENNETT
AN ASSOCIATION OF ATTORNEYS AT LAW

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Agriculture Law



Inland Hamerly
Our lawyers readily become agriculturists.

For 25 years our lawyers have helped every type of agricultural industry. If agriculture is your business, our lawyers will help you. Inland Hamerly is a national leader in the industry and has a proven track record of success. The firm's expertise is in agriculture law, timber law, and related industries.

INLAND HAMERLY
225 Solano Street
San Jose, CA 95128
Tel: 415-434-1414
www.inlandhamerly.com

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Our lawyers readily become agriculturists.

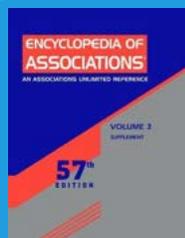
For 25 years our lawyers have helped every type of agricultural industry. If agriculture is your business, our lawyers will help you. Inland Hamerly is a national leader in the industry and has a proven track record of success. The firm's expertise is in agriculture law, timber law, and related industries.

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Focused marketing

- What do you enjoy?
 - Hobby, outside interest, previous career?
 - Established network, skill
 - What do you know that others don't?
- Focus marketing, dominate it
- Find a relevant trade association
 - *Encyclopedia of Associations*
- Online search



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Focus your marketing

- Market *narrowly*, practice *broadly*
- Fewer targets, but larger percentage of the work



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TIGHTEN UP YOUR WRITING

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Tighten up your writing

The Atlantic Mutual v. Payton, 682 N.E.2d 1144 (Ill. App.), the court issued a split decision, holding that an employee who was injured by an uninsured co-employee and who obtained

Evaluating last year's performance by looking only at the "bottom line" is a dangerous practice. You should give

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Tighten up your writing

- Think like a busy executive
 - Help them *like* you
- Write for an 8th grader
- Finish it, then cut it in half
 - Then cut it in half *again*
- Practical, useful tips
 - One-page summary
 - What they need to know *right now*

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SPEED OF INFO IS CRITICAL

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Get it out *fast!*

- They need current, accurate info
 - RIGHT NOW!
- Whose alerts do clients read?

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DEVELOPING CONTENT: RE-USE, REPURPOSE

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Create a master copy

- Dictate
- Edit it
- Cut it up and spread it across the internet

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REPURPOSE YOUR WEBINAR

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Repurpose the webinar

- Videotape it
 - Vimeo.com
 - Cut it up, edit it
 - Create YouTube channel



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I'M TOO BUSY TO WRITE AN ARTICLE

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"Too busy? Dictate it!"

- Voice-to-text software
 - Siri, Google Docs, Word
 - You speak 150 words/min
- What topic?
 - Decide *today*
- Pick a topic
 - *Explain it to me*
- Email it for editing

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Need a brand or website? Call Ross!

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ROSS FISHMAN, J.D.



As CEO of Fishman Marketing, Inc., he helps law, accounting, and other professional-services firms dominate their chosen markets and generate revenue. Regularly hired to rebrand prominent firms or overhaul their websites, Ross is known internationally for strategic marketing and differentiation, and the development of the profession's most-effective marketing materials. Fishman Marketing has launched successful marketing initiatives for 200 firms from Istanbul to Iceland.

"Ross has a stronger sense of what will create 'buzz' than anyone else in the market."

- Rick Klau, Google, Inc.

Fishman Marketing branding campaigns have received countless international marketing awards, including national first-place honors from the Legal Marketing Association 17 consecutive years, for marketing that was both innovative as well as revenue producing. Fishman Marketing received the LMA's grand prize, the optional Best of Show award, five of the ten times ever presented. FM programs also received one of Inc. magazine's ten Marketing Masters awards for "brilliant and successful" marketing.

Recipient of the LMA's first peer-selected Lifetime Achievement award (1998), Ross was also the first legal marketer inducted into the LMA's international Hall of Fame. In 2016, Ross was selected for the prestigious Lawdragon 100 Leading Consultants and Strategists, one of just ten international marketers "whom lawyers most valued for their guidance."

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"Many people consider Ross to be the nation's foremost expert on law firm marketing."

- Of Counsel Magazine

A Fellow of both the College of Law Practice Management and the Litigation Counsel of America, Ross is known as an "educational and entertaining" presenter who has keynoted more than 300 retreats, training, and Ethics CLE programs on six continents — including once presenting on three continents within 24 hours. A prolific, award-winning writer, Ross has published 250 thought-provoking articles, including five monthly columns, and has sat on the editorial board of five national magazines. His popular "The Ultimate Law Firm Associate's Marketing Checklist" book sold nearly 2,000 copies in the very first month in print. (Subscribe to his pithy blog at fishmanmarketing.com/blog.)

An active LMA member since 1990, Ross has been LMA's Vice President; chair of its Ethics Task Force (2012-2015); a member of both the Strategic Planning and Best Practice Task Forces; and founder, chair, and moderator of seven LMA QuickStart conferences for new marketers. He also created and hosted "Just JDs," LMA's first full-day national conference for lawyers. Ross has been the expert legal marketing witness in three precedent-setting branding- and social media-related lawsuits.

Ross was a commercial litigator before moving to Winston & Strawn to practice marketing full-time, later becoming Marketing Partner of Ungaretti & Harris. A 1986 member of the federal Trial Bar (N.D. Ill), he received a B.A. in Speech Communications, *cum laude*, from the University of Illinois, and his J.D. from Emory Law School.

"Ross was going to win in so many categories that LMA created the 'Best in Show' so he'd win one grand prize instead of nearly all the trophies"

- LMA's "In The Loop," Fall 2009