



THE NEW ELLIS GROUP

Monday Monday

Connecting the Dots with Karen Kaplowitz



*Helping you create and reinforce the habits of successful career building,
gleaned from my work as a business development strategist, trainer and coach*

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Taking Advantage of Your Marketing Department. If you are committed to successful rainmaking, do not overlook support from your marketing department. This week's guest contributor is Eileen Alterbaum, a seasoned marketing professional who serves as the Marketing Manager at Moses & Singer LLP (www.mosessinger.com) the fourth largest single office law firm in New York City. You can use her list of services below as a checklist to ask yourself if you are using the resources of your own marketing department to do the basic blocking and tackling you need to be successful.

- Maintaining your bio and article library on the firm's website. Bios are the first thing visitors search. We make sure you make the best impression online and provide a comprehensive picture of your skills, accomplishments and reputation.
- Maintaining the description of your practice area on the firm's website. Practice area pages explain why our firm is the firm of choice and are used as handouts for new client proposals. The more information you provide about your group's expertise and accomplishments, the more you can connect with your prospective client's needs.
- Publicizing you and your practice. We can take your articles and announcements and turn them into publicity vehicles, including press releases, internal newsflashes and news alerts to your contact base. Updates sent to contacts on our internal database get opened approximately 15%-30% of the time, with some of the highest open rates coming from Holiday cards! We will post items on the firm's News page as well; these items are helpful in raising our search exposure online.
- Maintaining your contact database. We administer the firm's contact database, including individual and shared contacts. Entering contact names may enable you to get credit for "origination" on future matters. It enables you to control the kinds of messages, invitations and news items that go out to contacts.
- Providing research on prospective clients. Give us the name of the company and the individuals involved. We will pull together bios, company and industry information. With your direction we will also research new business and networking opportunities.
- Creating proposal packages. We can quickly assemble folders with your bios, practice area descriptions, articles and firm brochures. We will customize cover letters and materials unique to your needs and those of the prospect.
- Creating events. We will assist you in pulling together special events including: invitations, refreshments, handouts, giveaways.
- Advertising and collateral materials. We prepare advertisements suitable for publication and other materials and giveaways with the firm's logo.
- Award coordination. We coordinate submissions to various organizations, publications and consulting firms who give "awards" and offer search capability on law firms (eg. SuperLawyers, BestLawyers, Chambers, Avvo, NY Law Journal) .

Are you making full use of the services your own marketing department provides? Are you updating your bios, representative matters, and your contacts on the firm's database? Are you helping your firm help you become the rainmaker you deserve to be?