

NICHOLAS JERVIS

Ten ways to successfully market your business from a top legal entrepreneur



10 GOLDEN RULES OF MARKETING

The UK's first Twitter Law Firm, @thelegaloracle

Lawyers do not have a very exciting reputation and are often seen as very unapproachable, so I set up @thelegaloracle in late December 2010 in an attempt to make the law more accessible to the thousands of Brits who find the legal process too complicated and intimidating.

I was formerly a practicing solicitor for 14 years so I know first-hand that clients often worry that talking to a lawyer will lead to huge fees. I wanted to take away this fear. Quite simply, anyone who Tweets a question in just 140 characters will receive an answer to any legal question from one of our expert Loyalty Law solicitors – completely free of charge. It is geared towards educating people who may be entitled to make a claim or need help with another legal issue but don't know where to start. By simplifying the process I hope that all the people who would normally never consider seeking legal advice, will be able to get the help they need.

This way hopefully the thousands of people in the UK who currently lose out on millions of pounds because the prospect of talking to a lawyer scares them will receive the access to justice that they deserve.

Marketing your business

Social media sites such as Twitter can be key to marketing your business, but unfortunately these are often overlooked. Below are my top ten tips on how to bring

do this easily. There are so many excellent (and cheap) resources which allow you to do this and I talk about them in my free marketing guide.

2. Social Media

Social media is here to stay; it is not a passing fad. Ultimately Social Media is nothing new – it is just a new way to connect with your potential customers and suppliers! You must be using Twitter, Facebook and LinkedIn. Follow people in your business sector and see how they use Social Media to win new business.

3. Let Google Help You

I could eulogise about Pay Per Click advertising forever. Think about it: your business in front of your potential clients AT THE TIME THEY ARE READY TO BUY YOUR PRODUCT OR SERVICE.

I do not believe that there is a more powerful form of advertising.

4. Content, Content, And More Content

Google loves content and adding more content REGULARLY is a key component of ranking higher in Google. Your clients or customers also love new content as it proves your expertise to them, and if they are able to find the information or resources they need on your website, the more likely they are to love you too!

5. Google Bought YouTube

Google had its' own video search engine, yet it bought YouTube. This alone should tell you how important video could/should be to your business.

audience with your webinar off online for people to watch/re-w convenience for months and ye come.

Whilst using modern technolog way to help market your busine fashioned', tried and tested me shouldn't be overlooked...

7. Someone Already Has Your Customer...

Other businesses out there will have access to a great number potential clients/customers. You them all by offering a free webin customer base which pleases th are adding value for their clients their email addresses in the wel up process and hey presto, you instantly double or quadruple th your prospect list.

8. Don't Underestimate The Power Of The Press

If you can get publications to tal your business, prospective clien about you will be much more inc trust you. Such coverage is fant endorsement of your business. I people send one press release a up. If you keep going you WILL rewarded with coverage.

9. Invest In Local Advertising

Placing adverts in local business can be a great way to drive peop Don't fall into the trap, however, placing your company name at th the ad. Give yourself a...



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your business into the 21st century, using modern and effective marketing tools.

1. This One Is Crucial

The number one tip is that you absolutely **MUST** gather your prospects name and email addresses (as a bare minimum) from day one, and then communicate with your prospects regularly until they either buy from you or leave your email list.

Whatever business you are in, having a list of people interested in your products or services is vital to your future success, so put in place a mechanism to allow you to

If people can see you talking to and engaging with them on your website, then you are immediately viewed as more approachable and increase your chances of being contacted.

6. The New Seminars

Webinars are a great way to generate leads in whatever sector you are in. Proving you know your subject by offering webinars to your website visitors and your email list sets you apart from your competitors. By using these methods you are much more likely to tap in to a larger

the ad. Give yourself a catchy headline that will intrigue the reader and make them want to read on. Offer a free report/guide/menu to capture the email address.

10. Less Post?

The recession has been great for some businesses. There is considerably less competition for all of us, business owners and marketers alike. Now is the right time to sneak in and use Direct Mail to generate some highly targeted leads. You can choose the list by business type or geographic type, so what is stopping you from a small test?

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