

Leveraging the Media to Grow Your Practice— Building Credibility Beyond Advertising

Nicole Carrubba, *Principal and Owner*
Captive Communications

Diane Pierson, *Director, Product Planning*
LexisNexis Martindale-Hubbell

April 24, 2008

Duration: 45-minutes

Welcome!

- **Webinar/Speaker Intro**
- **Housekeeping**
- **Presentation recorded – we'll email you a link**
- **Q&A box**
- **Control H – full screen view**
- **Feedback Form**

Agenda & Overview

PR is not as elusive as you think!

- What is public relations (PR)?
- Why should my firm use PR?
- Where should my firm begin?
- What's news? What's not?
- What are the limitations of PR?

And we'll share some practical examples and strategies large firms use that small firms can leverage!

What is Public Relations?

The art or profession of promoting goodwill between an organization or an individual and the public, employees, or customers

Tools of the Trade

Press Releases

Podcasts and Webcasts

**Media and/or Customer
Seminars**

Press Kits

Publishing Articles

**Community Relationships
and Event Sponsorships**

PR is a powerful way to showcase your expertise.

Tools of the Trade

Podcasts and Webcasts

Broadcast your message to the community at their convenience

Client Seminars

Provide insight and information and benefit from media coverage

Press Kits

On-demand access to facts about you and your firm

Publishing Articles

Illustrate your knowledge of a specific topic

Community Relations

Invest time back into your community to increase your network

Press Releases

 **Give the media the information they need to develop a story**

Why Should My Firm Use PR?

- **Implied credibility**—Leverages the “implied third-party endorsement” that comes with news coverage
- **More persuasive** than advertising
- **Relevant**—Demonstrate your firm’s “thought leadership”
- **Cost-Effective**—Less expensive than advertising



Where Should My Firm Begin?

1. Define your goals
2. Identify areas of expertise
3. Link your message to topical news stories of interest
4. Make yourself available to the press
5. Consider the web when you create your press release!

What's News? What's Not?

To be considered newsworthy:

- Ties into a current “hot-button” topic
 - **Example:** “ABC Firm Files Suit on Behalf of Immigrant Mother Forced to Give Up Her Child”
- Includes an angle that includes a major local or regional business or personality
 - **Example:** “ABC Firm Files Class Action Suit Against Large Regional Company DEF for Violation of Food Safety Regulations”
- Offers an interpretation of how the message will impact the target audience
 - **Example:** “How the New Pennsylvania Child Custody Laws Will Affect You”

What's News? What's Not?

A few more examples:

- **GOOD**

- Announce a practice area you'll offer, a new location or a recently achieved award, or a milestone in your practice

- **BETTER**

- Announce a case settlement or big win, the filing of a case, or a new partner

- **BEST**

- Client crisis management or a tie-in with a topical news story; interpretation of a new, hot-topic change in the law

The Power of the Press Release

Benefits

- Implied 3rd party endorsement
- Less expensive
- Increased visibility
- Added credibility
- Exposure to new clients
- Referral sources
- Free publicity

**The Gift That
Just Keeps Giving!**



Quick Tips for the Press Release

**The Gift That
Just Keeps Giving!**



Quick Tips

- **Short headlines**
- **300-800 words**
- **1 link for every 100 words**
- **If using industry jargon, include a definition**
- **Reformat blogs to press release style**

Special Offer for Webinar Attendees

Introducing Martindale-Hubbell Newswire

Get the media coverage you deserve

How it works:

- An experienced writer creates your release – links to your website, photos and video
- Your release is search engine optimized for maximum exposure on the web
- Your release is sent to leading news sites like Yahoo! and Google News and up to six local sources
- Post release, we provide you with statistics on your media exposure.

**Get 25% off your first release
or buy three get one FREE!**

Large Law PR Tactics That Small Firms Can Leverage

Align your PR strategy with your overall firm goals.

- Current AOP's of strength
- AOP's or geographic area you wish to expand into further
- Market differentiator

Define your relationship with the media as a thought leader

- Proactively position the area(s) of expertise you want to be known for through your PR
- Determine in advance who will speak to the media when they contact you
- Include the media in your community outreach
 - Press releases on seminars, public service
 - Media roundtables to discuss complex or breaking legal issues

Work with professionals

- Professionally written materials
- Understand how to create the “hook”
- Hit news cycles in a timely manner

In Summary

Frequently Asked Questions

Please provide Feedback using the link on next page.

25% Discount or Buy 3 Get 1 offer:

- Answer “yes” to “Would you like someone to contact you for more information on today’s Webinar?” on feedback form

OR

- Reply to follow-up email and mention code:
PR101WEB for special offers to Webinar attendees
or call 1-800-526-4902, ext. 8340