

ALA Law Firm Management Essentials

Operations Management

Find your current marketing plan. Check for the following elements. Include them if you are building a new plan.

Marketing Plan Elements

Marketing Plan

- Marketing budget
- Mobile-responsive website
- Demonstrations of the firm's expertise on the website
- Videos on the website and social media
- Analytics to identify how clients find the firm

Business Development Plan

- Each attorney identifies their own networking opportunities, tactics to retain existing clients, and ways to get referrals.
- The partners identify ideal services, ideal clients, prospects to cultivate, a target number of new clients, and a target dollar amount of new business.
- The firm periodically monitors and measures their marketing progress, factoring this into compensation.