

The Legal Marketing Foundations to build on for a successful 2019 & beyond

Wednesday, 3rd July, 2019

Presenter: Rachel Tombs

Venue: Jury's Inn, Brighton Station, 2-5pm

Fee: £100 + VAT (£120) – members: £120 + VAT (£144) – non members

If you are absolutely committed to growing your law firm and have a marketing/business development role then this practical course will help you avoid the law firm marketing roller coaster and stay on track.

If you are prepared to put in some time to understand some of the marketing tactics that really work for law firms and then implementing them for your firm and consistently tracking the results so that you can improve on them, you will succeed.

We will be looking to see if your firm has an effective process for dealing with all new client enquiries and then examining your firm's website to see if it has certain key components which make it a vital income generator for your firm. Finally, we reflect and discuss various other marketing tactics which can be used to ensure your legal practice stays on course for continued growth. Key points covered in this session include:

- Do you have a "leaky prospective client bucket" to fix and, if so, how do you fix it?
- Is your website helping or hindering your firm's growth?
- What ONE marketing strategy will help with client loyalty and retention?
- Is Social Media something that must be tolerated, or can it actually be of value and help to grow a successful legal practice?

Rachel Tombs is an award-winning, effective marketing and business development, trainer and coach. She was a practising Solicitor for 15 years within both large city firms and smaller regional practices. Legal Marketing Specialist and LinkedIn Coach, Rachel is now the owner of [Links2Leads](#) and [Orion Legal Marketing](#) and the 2017 National Venus Awards winner of the title 'Networker of the Year'.

During her legal career, Rachel became involved in the marketing and business development work that was being undertaken by the various firms in which she worked. She quickly discovered that effective marketing strategies could deliver exceptional results for all legal professionals who want to attract new clients and grow their practices and then decided to set up her own full-service legal marketing agency – Orion Legal Marketing.

With many years' combined in-house legal marketing and business development experience, Rachel knows what works, what doesn't work, what is realistic and what gets the best results.

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(3rd July, 2019)
COURSE APPLICATION FORM

Please complete & return to:

Mrs J Lacy Scott
The Old Stores
Mill Street
Falmer
BN1 9PE

Tel: 01273 674420

Email: jeanettelacyscott@btinternet.com

Name of Delegate(s):

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Please advise of any dietary requirements:

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Firm /OrganisationName:

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Amount you are paying: £

Are you paying by cheque or BACS ? (please circle) cheque/BACS

Pay by Cheque: Please make cheques to: 'The Sussex Law Society'
Pay by BACS: Account Name: The Sussex Law Society
Bank: AIB, Marlborough Place, Brighton
Sort Code: 23-85-89
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