

# ATTRACT, ENGAGE & RETAIN MORE OF YOUR IDEAL CLIENTS

LIVE Webinar

Thursday, 29<sup>th</sup> February, 2024

Presenter: Rachel Tombs

12.30pm – 1.30pm; Fee: £40 + VAT (£48) members £60 + VAT (£72) non members

In today's highly competitive legal marketplace, it can be hard to attract new clients and retain existing ones. If you wish to grow your legal practice you need to ensure you take every opportunity to generate new enquiries, convert them and keep them as long-term paying clients.

In this presentation, we share some proven tips on how you can achieve this, and also the common pitfalls you should avoid. Areas covered include:

- Defining your ideal client so you can clearly target them
- How to stand out from your competition and differentiate your services
- Methods to create new leads from your website and social media
- How to avoid 'leaky bucket syndrome' and ensure you convert enquiries into clients
- Why you need to keep in touch with your clients outside of matters
- How you can cross-sell your services

**Rachel Tombs** was a practising Solicitor for 15 years at both large city firms and smaller regional practices before she set up her own marketing agencies focused solely on the legal industry – Orion Legal Marketing. Rachel's deep knowledge of the legal sector combined with her business development and marketing expertise means she is perfectly placed to show law firms how to market their services in a way that attracts and retains the right clients.

Since running her own marketing agency Rachel has worked with numerous law firms and barristers' chambers delivering bespoke and effective marketing and business development services. Rachel has won a national award and two regional business awards in recognition of her expertise and commitment to helping others succeed. She has been featured in a number of legal publications including the Solicitors Journal, Sole Practitioners Group Journal SOLO magazine, CILEx Regulation, Counsel etc. She has also been asked to present to law firm owners/Managing Partners, senior fee earners, and legal marketing executives at events hosted by the Employment Lawyers Association, the Chartered Institute of Legal Executives, Standing Conference of Mediation Advocates, and the Sole Practitioners Group etc.

visit the website [www.sussex-law.co.uk](http://www.sussex-law.co.uk)

PLEASE NOTE THAT CANCELLATIONS MADE WITHIN 10 WORKING DAYS BEFORE THE DATE OF THE COURSE CANNOT BE REFUNDED

**Sussex Law Society Webinar Application Form**  
**'Attract, Engage & Retain more of your ideal clients' (29/02/2024)**

To book a place on this webinar, please complete and return the form below to Jeanette Lacy Scott – [jls@sussex-law.co.uk](mailto:jls@sussex-law.co.uk) and you will be sent an invoice for payment (if the invoice should be sent to someone other than the delegate please give details of name and email address to whom it should be sent).

Name of Delegate(s):  
(If you are sending more than one delegate, please supply names on back of this form)

.....  
.....  
.....

Email address of Delegate(s):

.....  
.....  
.....

Firm Name: .....

Address: .....  
.....

Post Code: ..... Telephone: .....

visit the website [www.sussex-law.co.uk](http://www.sussex-law.co.uk)

PLEASE NOTE THAT CANCELLATIONS MADE WITHIN 10 WORKING DAYS BEFORE THE DATE OF THE COURSE CANNOT BE REFUNDED