

ZoZo Legal Marketing Group

TIP sheet

- Marketing Your Firm -

1. Be consistent in your message
2. Know your audience
3. Keep in touch with your clients
4. Make your office easy to find – keep your contact information accessible to your potential clients
5. Spend your marketing dollars wisely and within your means
6. Expand your marketing efforts beyond the local phone directory
7. Keep your message simple
8. Track your responses – on paper
9. Get professional help with your campaign
10. Develop a marketing strategy for at least 6 months
11. Consider a variety of media to deliver your message
12. Take the struggle out of your marketing efforts – Engage the ZoZo Group.

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