# Hülskötter | Die Kanzleiexperten.

# Digitization and Marketing
# As a crucial part of a modern law firm

Speaker: Jennifer Hülskötter from Hülskötter & Partner Consulting und Vertriebs GmbH
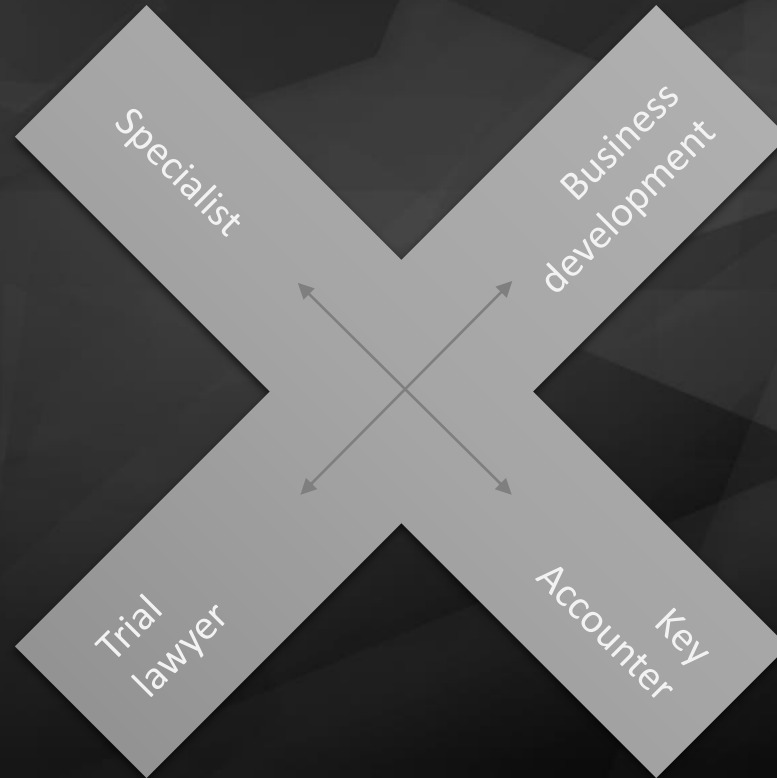
# The past, the simple present and present progressive

Business development
Key Accounter
Specialist
Trial lawyer

# The past, the simple present and present progressive

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What is marketing?

the **activity, set of institutions, and processes** for

**creating, communicating, delivering, and exchanging offerings**

that have **value for customers, clients, partners, and society at large.**

(Source: American Marketing Association Board of Directors)

→ crucial part of a modern and future-oriented law firm to face the more-for-less challenge,
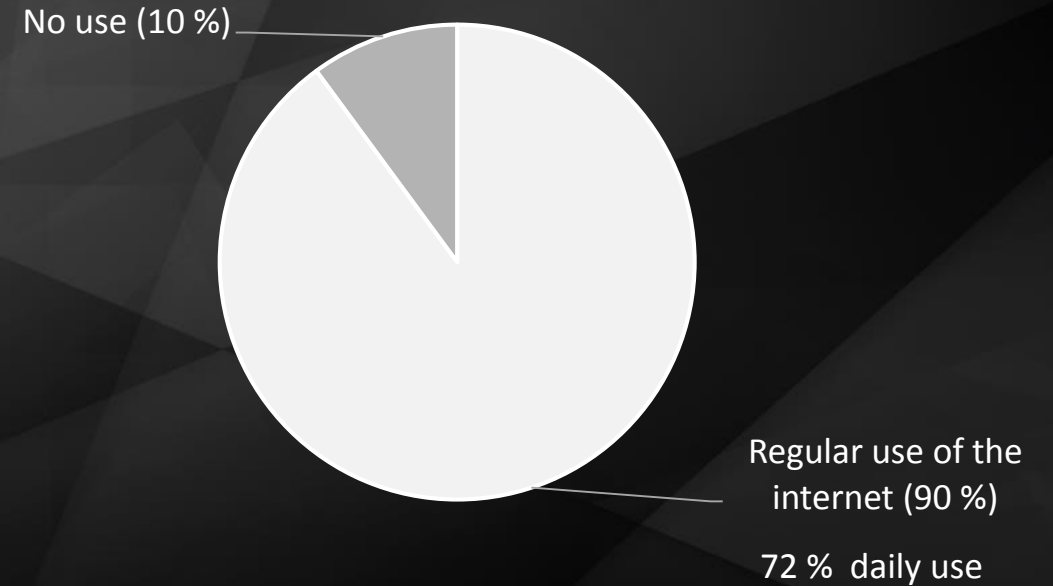the liberalisation of legal services and the technology part

# 1st Steps to reach your goals - make a concept!

## Analyse

- Market analysis
- Portfolio analysis
- Your vision
- Competitors
- Define your target group
- Access to target group

# The waterhole strategy*

- Who is your favorite client?
  - Private or commercial clients
  - Demographic, socio-ecocnomic factors

- Which special needs do your clients have?

- Which technologies do your clients use?

- Where are your clients (in the internet)?

No use (10 %)

Regular use of the internet (90 %)

72 %  daily use

*by Anne M. Schüller
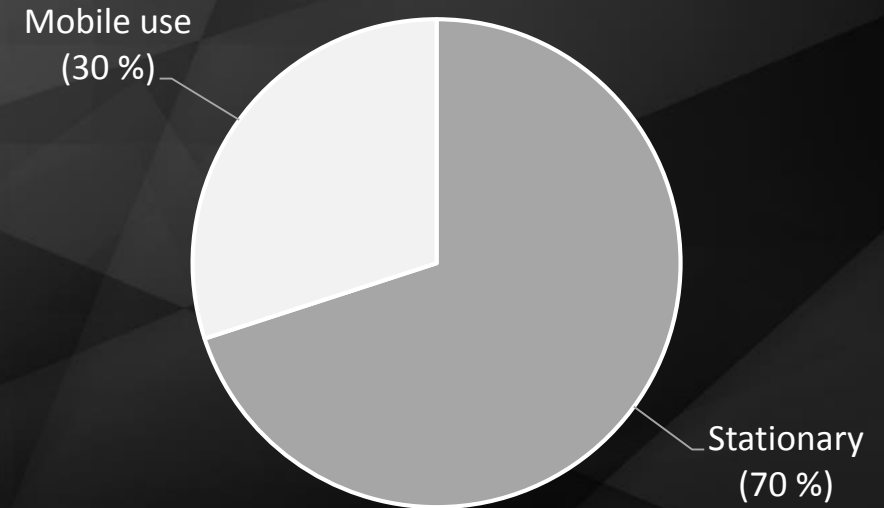Data are from ARD/ZDF Online Studie 2017

# The waterhole strategy*

- Who is your favorite client?
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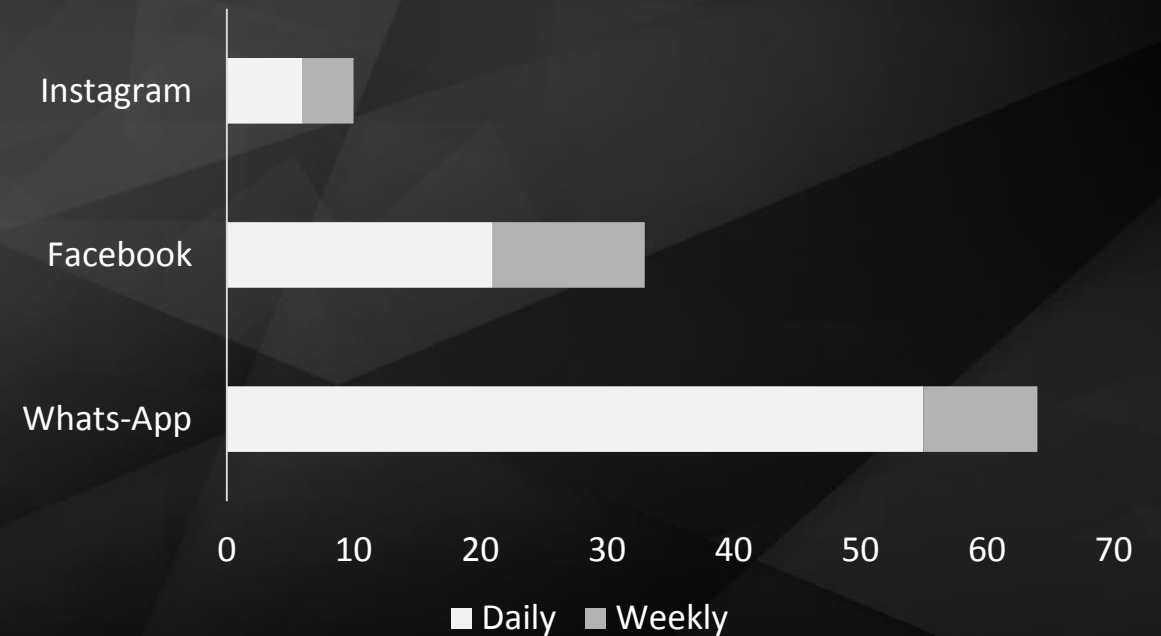- Where are your clients (in the internet)?

Mobile use
(30 %)

Stationary
(70 %)

*by Anne M. Schüller
Data are from ARD/ZDF Online Studie 2017

# The waterhole strategy*

- Who is your favorite client?
  - Private or commercial clients
  - Demographic, socio-ecocnomic factors
- Which special needs do your clients have?
- Which technologies do your clients use?
- Where are your clients (in the internet)?



*by Anne M. Schüller
Data are from ARD/ZDF Online Studie 2017

# 2nd step to reach your goals – make a plan!

| Analyse | Plan |
|---------|------|
| • Market analysis | • Marketing budget |
| • Portfolio analysis | • Which marketing instruments do you want to use? |
| • Your vision | • Define responsibilities |
| • Competitors | • Key Performance Indicators (KPIs) |
| • Define your target group | |
| • Access to target group | |

# Springs for your (marketing) waterhole

**AdWords** (AnwaltOnlinemarketing)
**Homepage**
**Networks and search engines** (anwalt.de, Advozon 365+, Facebook, Xing, LinkedIn)
**Blog**

Online presence

Range extension

Availability
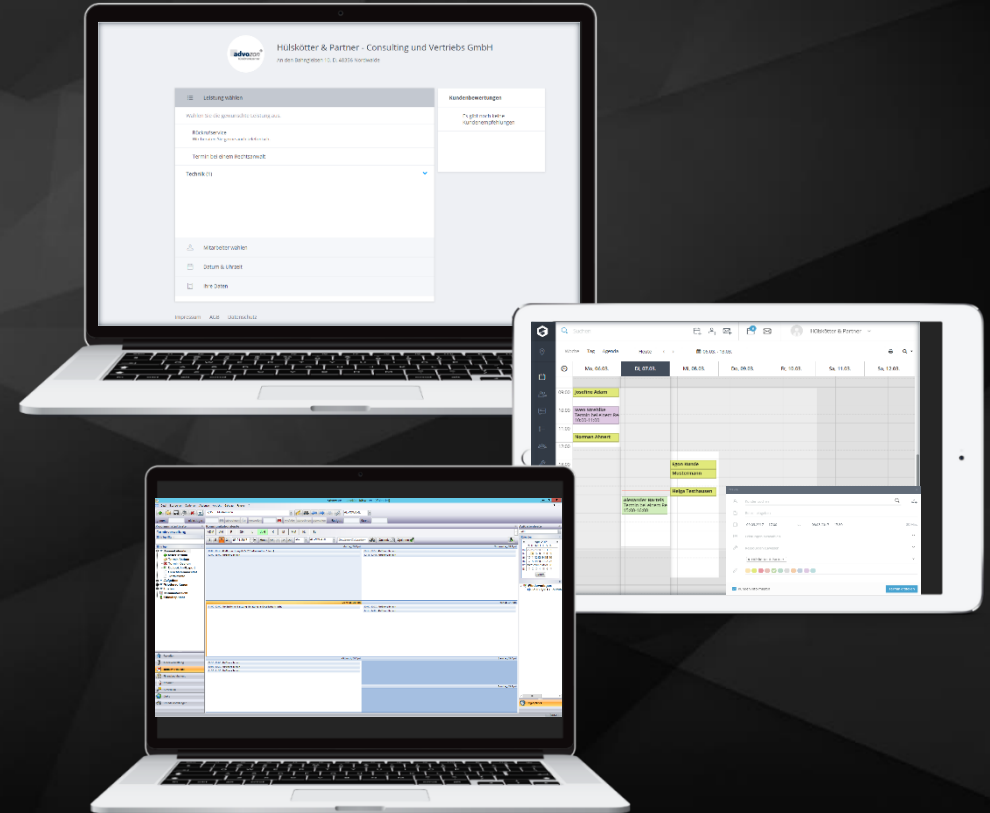
**Networks and marketplaces** (advocado, anwalt.de, legalBase)

**First contact** (Advozon 365+, Advobot)
**Online legal services** (Lawlift, Advobot)
**Client management** (onlineAkte, Advozon 365+)
**Use the same media as your clients**

# Example for a marketing tool - Advozon 365+

- Higher availability

- Easier first contact

- Online appointment management for homepage or Facebook

- Reminder function

- Video-appointments

- Chat function

- Marketing

- Interface function to advoware

# Last steps: Implement and analyse

| Analyse | Plan | Implement | Analyse |
|---|---|---|---|
| • Market analysis<br><br>• Portfolio analysis<br><br>• Your vision<br><br>• Competitors<br><br>• Define your target group<br><br>• Access to target group | • Marketing budget<br><br>• Which marketing instruments do you want to use?<br><br>• Define responsibilities<br><br>• Key Performance Indicators (KPIs) | • Schedule your articles ahead<br><br>• Search for relevant new content<br><br>• Customize your AdWords<br><br>• Use different medias | • KPIs<br><br>• Google Analytics<br><br>• AdWords Reports<br><br>• Request quotes |

# Hülskötter | **Die Kanzleiexperten.**

## Thank your for your attention!

If you have any further questions, you can find us exhibition stand number 08