



get shit done

## LEGAL INDUSTRY

How To Market Your Firm Beyond  
Billboards and Bus Wraps

## MAKEOVER

Is Your Legal Brand and  
Website Serving You Well?

## REPUTATION MARKETING

How This Can Be a  
Differentiator

# GSD NOTE



**GET SH\*T DONE ISN'T JUST ABOUT CHECKING BOXES. WE TAKE A THOUGHTFUL, CREATIVE AND ACCELERATED APPROACH TO OUR PROGRAMMING. THE WORLD IS MOVING TOO FAST NOT TO HAVE A "GSD" MINDSET.**

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In this issue of GSD, we share a glimpse into our "Legal Playbook"—how to reposition your law firm to compete in the market, even at the state level, while potentially building a regional or national reputation.

Regardless of whether your focus is corporate or consumer law, this playbook is a starting point for a bigger conversation around how you can take your firm and your practice to a level that differentiates you from most firms that have undervalued public relations and marketing.

It doesn't happen overnight, but with a "GSD" mentality, you can create a brand that's "Built To Last."



## **Drive the Outcome.**

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*Every business should know how to leverage its ecosystem for its desired outcome.*

[www.trevelinokeller.com](http://www.trevelinokeller.com)



# Playbook Contents

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1

**Identity.** Don't feel bad if a consultant comes in and says, start over with brand, message, and web. The best brands do it every few years.

2

**Reputation.** There are some professions that lean heavy into third-party attribution. The legal profession is one of them.

3

**Content.** Content alone does not make you a thought leader, but in its absence, your brand will have to fight that much harder.

4

**Marketing.** Manage an organic social presence, layer it with targeted paid and complement with an email strategy.





# TREVELINO/KELLER

How We Repositioned An Atlanta Law Firm To Dominate Its Practice

It took little convincing that it was time for a long-standing law firm to move in a new direction, embrace a makeover and leave nothing sacred.

We overhauled the brand with a modernized icon, new progressive colors and compelling messaging.

In four years, we have built a new website and then refreshed it, a reminder that websites are not one and done, nor should they be designed by the stiffness of AI. After all, you are trying to move on from a stifling identity.

Once the brand was ready for prime time, we built a scaling, integrated program: earned media, organic social, email marketing, blog, podcast series and paid media. Sounds like a lot for a law firm, right? That's why we scale. As you grow, so does the lead gen engine.



# Redefining Your Identity

## THE POWER OF BRANDING IN A COMPETITIVE LEGAL LANDSCAPE

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Your firm's identity isn't just a logo or a tagline; it's the essence of who you are, what you stand for, and how you differentiate yourself from the sea of competitors.

In a world where perceptions are formed in milliseconds and reputations can make or break success, crafting a compelling identity isn't just about aesthetics; it's about strategic positioning and resonance with your target audience – whether it's potential clients or co-counsel partners.

Your identity should reflect your firm's values, culture, and unique selling propositions. It should resonate with your target audience emotionally, forging connections that transcend transactions. In a world inundated with options, authenticity is your competitive edge.

Whether you're a boutique practice looking to carve out a niche or a larger firm seeking to revitalize its image, we have the expertise and creativity to bring your vision to life.

### How do you redefine your identity?

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*It starts with introspection. What sets your firm apart? What are your core values? What story do you want to tell?*



# Elevating Your Reputation

Reputation isn't just about what you say about yourself; it's about what others say about you. Establishing third-party attribution in the competitive legal landscape is crucial for building trust, credibility, and visibility in the legal industry. In a sea of options, potential clients and co-counsel partners rely on external validation to gauge your firm's credibility and expertise.

Trevelino/Keller understands the importance of implementing a 360-degree reputation management program that leverages time-tested tactics to set your firm up for success.

**1. Executive Visibility Strategy:** Elevate your firm's top counsel through bylines and contributed articles in leading publications and speaking engagements at industry conferences and shows (many of which offer CLE credit). Doing so positions your firm's experts as industry authorities.

**2. Media Relations Strategy:** Regular engagement with trade, local, and national media outlets is essential for maintaining visibility and credibility. Your media relations strategy should ensure timely commentary on case updates, industry trends, and legal developments – positioning your firm as a go-to source for insightful analysis and perspective.

## The T/K Approach

*A 360-degree reputation management program that leverages time-tested tactics to set your firm up for success.*



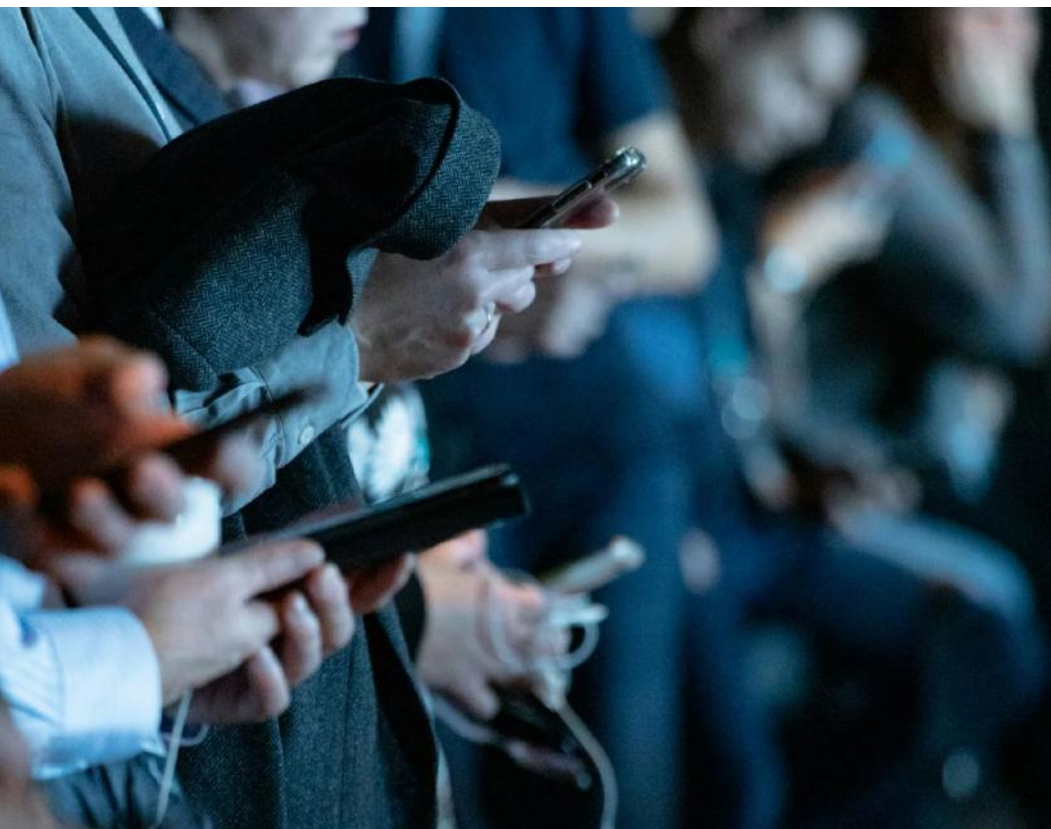
# Elevating Your Reputation

**3. Reviews Management:** Positive reviews prove your firm's capabilities and client satisfaction. We can help you garner reviews for both your website and Google My Business profile, enhancing your trustworthiness.

**4. Directory Listings:** Ensuring your firm is listed in relevant directories is key to increasing visibility, credibility, and SEO value for your business. From SuperLawyers and Justia to Martindale-Hubbell and LawInfo, optimize your presence across various directories and ensure information stays up-to-date. Many of these directories have lead-generation capabilities to explore as well.

**5. Awards Strategy:** Awards are tangible validations of your firm's achievements. Your strategy should include mining for opportunities tied to case results, law firm innovation, leadership, lifetime achievement and more.

By implementing a comprehensive reputation management program, you help your firm solidify its reputation as a trusted, credible, and distinguished player in the legal space.





# Upping Your Content Game

YOUR FIRM'S KEY TO THOUGHT LEADERSHIP & SEO

Content that appeals to potential clients and co-counsel partners needs to strike the right balance of educational, approachable, and forward-thinking. It's highly nuanced, and you need an agency partner who understands that, learns quickly, and nails the tone.

Content alone doesn't make you a thought leader, but in its absence, your brand will have to fight that much harder to gain recognition and trust. Here's why:

**Establishing Expertise:** High-quality content showcases your firm's expertise, insights, and perspectives on relevant legal topics.

**Driving Organic SEO:** By consistently publishing relevant and optimized content, you improve your firm's visibility in search engine results, attracting organic traffic and enhancing your online presence.

**Demonstrating Thought Leadership:** A strategic content strategy enables you to share original insights, thought-provoking analysis, and forward-thinking perspectives, establishing your firm as a leader in the legal community.

**Maximizing PR and Marketing Efforts:** Creating shareable and compelling content generates buzz, attracts media attention, and differentiates your firm from competitors.

## Why should I prioritize content?

*Engaging content fosters meaningful connections with clients, prospects & industry peers.*



# Marketing Strategically

MAXIMIZING YOUR DIGITAL PRESENCE

Managing an organic social presence, layered with targeted paid search and paid social, along with effective email marketing strategies, can significantly enhance your firm's visibility, engagement, and conversion rates. With our years of experience supporting legal clients, there are three initial recommendations we make (depending on goals).

**Organic Social:** Consistently share valuable content, engage with your audience, and showcase your firm's expertise. This, paired with community management, will help maximize organic reach and engagement.

**Targeted Paid Search and Paid Social:** Leveraging advanced targeting options, keyword research, and audience segmentation, you can execute strategic paid campaigns tailored to your firm's specific objectives and target audience. Whether your firm's ideal client is anyone who's been in a fender-bender or individuals with multi-million-dollar cases, you can garner quality leads using paid tactics.

**Email Marketing:** Design and implement comprehensive email marketing strategies that deliver your subscribers personalized, relevant, and engaging content. A/B test to optimize your email campaigns for maximum impact and ROI.

## Where's the best place to start?

*Determine your goal for the marketing program. From there, create an ideal customer profile, and T/K will recommend the right channel mix.*





# ABCs of Digital Marketing

## CUTTING THROUGH THE JARGON

A good agency partner will walk you through relevant growth marketing and paid advertising concepts and set measurable goals, but here's a quick glossary of terms to get acquainted with.

**A/B Testing:** A method of comparing two versions of a webpage or marketing campaign to determine which one performs better.

**CPC (Cost-Per-Click):** The amount an advertiser pays for each click on their ad in a PPC advertising campaign.

**CTR (Call-to-Action):** A prompt that encourages the audience to take a specific action, such as "Download Now," "Learn More," or "Contact Us."

**CTR (Click-Through Rate):** The percentage of people who click on a specific link or ad after viewing it.

**CTR (Conversion Rate):** The percentage of website visitors who take a desired action, such as requesting a consultation, filling out a form, or subscribing to a newsletter.

**Landing Page:** A standalone web page created specifically for a marketing or advertising campaign.

**Lead Magnet:** An incentive offered to potential clients in exchange for their contact information, such as a free eBook, webinar, or checklist.

**PPC (Pay-Per-Click):** An online advertising model where advertisers pay a fee each time their ad is clicked. Common PPC platforms include Google Ads and Bing Ads.

**SEM (Search Engine Marketing):** A form of internet marketing that promotes websites by increasing their visibility in search engine results pages through SEO, PPC, and other paid advertising strategies.

**SEO (Search Engine Optimization):** The process of optimizing your website and online content to improve its visibility and ranking in search engine results pages (SERPs) for relevant keywords and phrases.

**Social Media Engagement:** The interaction that users have with social media content, including likes, shares, comments, and clicks. High engagement indicates that the content resonates with the audience and encourages interaction.





# LET'S GSD



The bottom line is that we have the experience and expertise to elevate your firm in a highly nuanced, impactful way. While we can execute any of the tactics mentioned in this issue, our strength is that we're an agile team committed to our clients' success. We don't believe in a single cookie-cutter approach for any of our clients.

You tell us your goals, and we'll recommend creative ways to exceed them.