

Overcoming The Crisis: How To Retool Your Marketing To Stay Connected & Relevant



DC BAR PRACTICE MANAGEMENT ADVISORY SERVICE LUNCH & LEARN
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MARY ELLEN HICKMAN, MBA

Founder + Marketing Strategist



20+ years in marketing



Broad range of experience

- Advertising, research, business analysis, revenue forecasting
- New business and brand launch in the US and overseas
- Launched and led 3 businesses



MBA from top-tier school



Adjunct professor of marketing

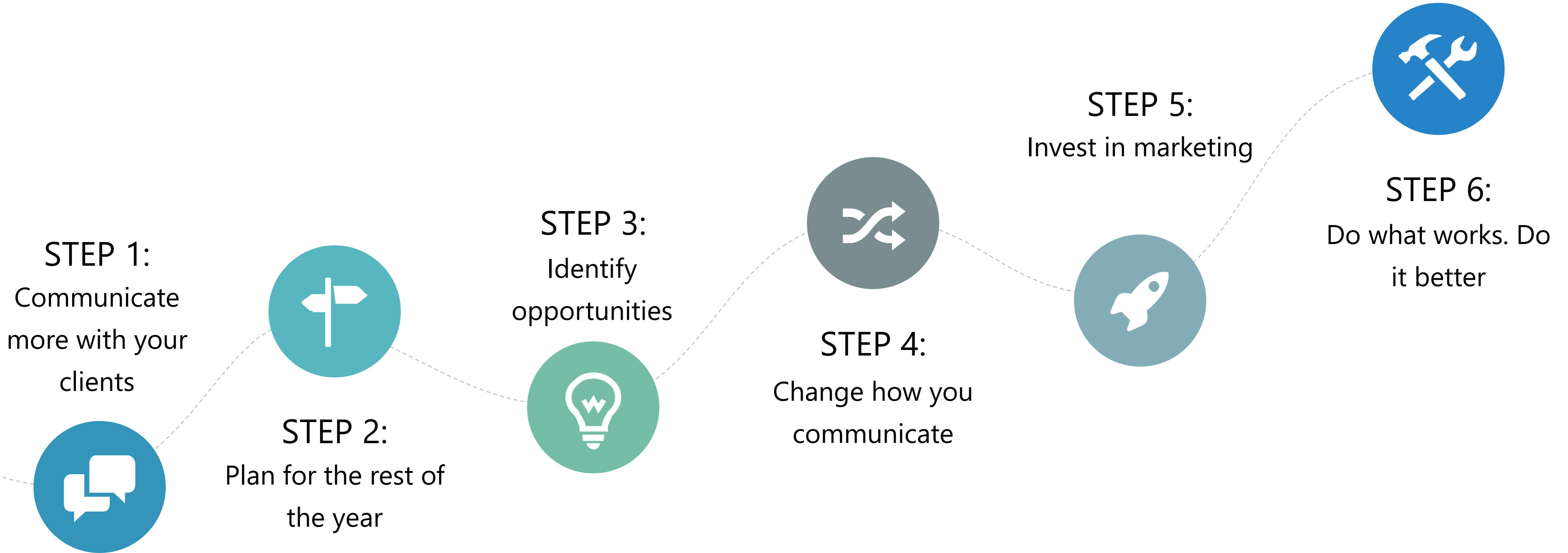
Hickman Consulting Partners = Growth



Hickman Consulting Partners = Attention



OUR PATH



A woman in a light blue sleeveless dress and black high-heeled sandals stands in profile, looking towards the right. To her right is a tall wooden ladder leaning against a blue background. The scene is dimly lit, with a soft glow around the woman and the ladder.

What are your objectives:

- Why did you choose to attend today?
- What do you want to get out of today's discussion?
 - When will you put this into action?



Accept that the situation is out of your control.

Move on to control what you can.

1. COMMUNICATE MORE WITH YOUR CLIENTS



STEP 1:

Communicate more with your clients

1

Continue all relevant work

2

Reach out to all current clients

- Discuss status and objectives
- Continue the work wherever it makes sense
- Adjust objectives or services as needed

3

Discuss next steps with clients who have stopped or paused work

- When to check in
- Under what circumstances it makes sense to restart work
 - Might be the same or different work

4

Continue to check in regularly

2. PLAN FOR THE REST OF THE YEAR



STEP 2:

Plan for the rest of the year

1

Reforecast revenue

- Consider capacity: How many hours can you work
- Forecast revenue from current projects
- Add expected future revenue

2

Re-estimate expenses

- Staff
 - Salaries
 - Independent contractors
- Rent
- New expenses
 - Videoconferencing
 - Computer equipment
 - Additional software

3

Predict the future

- Choose your “back to (somewhat) normal” date

4

Adjust as needed

A close-up photograph of a person's hands holding a large stack of US one hundred dollar bills. The bills are fanned out, showing the portrait of Benjamin Franklin. The person is wearing blue denim jeans. The background is dark and out of focus.

Consider economic support.

Federal, state, city, local and more.

3. IDENTIFY OPPORTUNITIES



STEP 3:

Identify opportunities

1

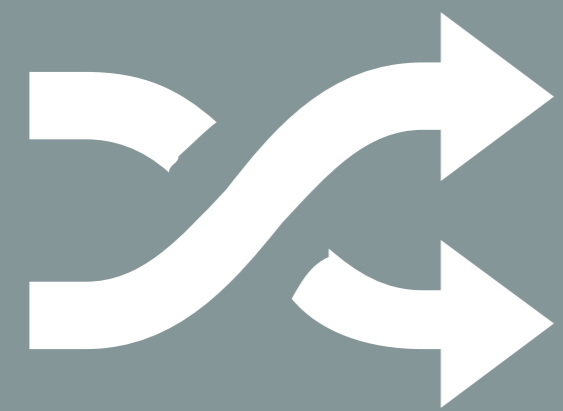
How have clients' needs changed?

- What is different now?

2

What services do you offer that fit those needs?

4. CHANGE HOW YOU COMMUNICATE



STEP 4:

Change how you communicate

1

Focus on needed services

- Change the focus of your communications

2

Rethink how you position yourself and your firm

- Supplement the client's team
- Support another law firm
- Guide clients through process: help them do more of the work

3

Increasingly important: results, value, reduced risk

- How can you show results?
- How will you demonstrate value?
- How can you help potential clients reduce their risk when choosing you?

Don't be afraid to think small.



5. INVEST IN MARKETING



STEP 5:

Invest in marketing

1

Get moving: Actively seek more business

- Choose one marketing activity or tactic
 - Focus on the highest return on investment
 - Optimize that tactic
 - As time allows, if needed, layer on 1 – 3 more

2

Execute with excellence

- Dot i's and cross t's
- Follow up on time and consistently with potential clients
 - Rule of thumb: 8 touches to close

3

Get more competitive: Improve the essentials

- Email signature block
- Online presence: Google My Business, LinkedIn, Avvo
- Website
- Marketing documents: Proposals, contracts, letters
- Logo
- Client-facing documents: Invoices, letterhead, memo

A photograph of three women sitting around a wooden table in a meeting room, laughing and talking. The woman on the left has curly hair and is wearing a light-colored blazer. The woman in the middle has blonde hair and glasses, also wearing a light-colored blazer. The woman on the right has curly hair and is wearing a dark blazer. There are papers, a smartphone, and a coffee cup on the table. The background shows a bookshelf and a window with blinds. The image has a blue tint.

Focus close in:

Current and former clients + your network.

6. DO WHAT WORKS. DO IT Better.



STEP 6:

Do what works. Do it better.

1

Strategic networking

- Groups
- One-on-one

2

Select speaking engagements

3

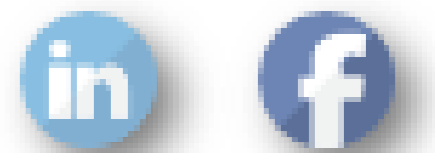
Email marketing

- Including list-servs

4

Targeted, focused social media:

- Don't. Get. Distracted.

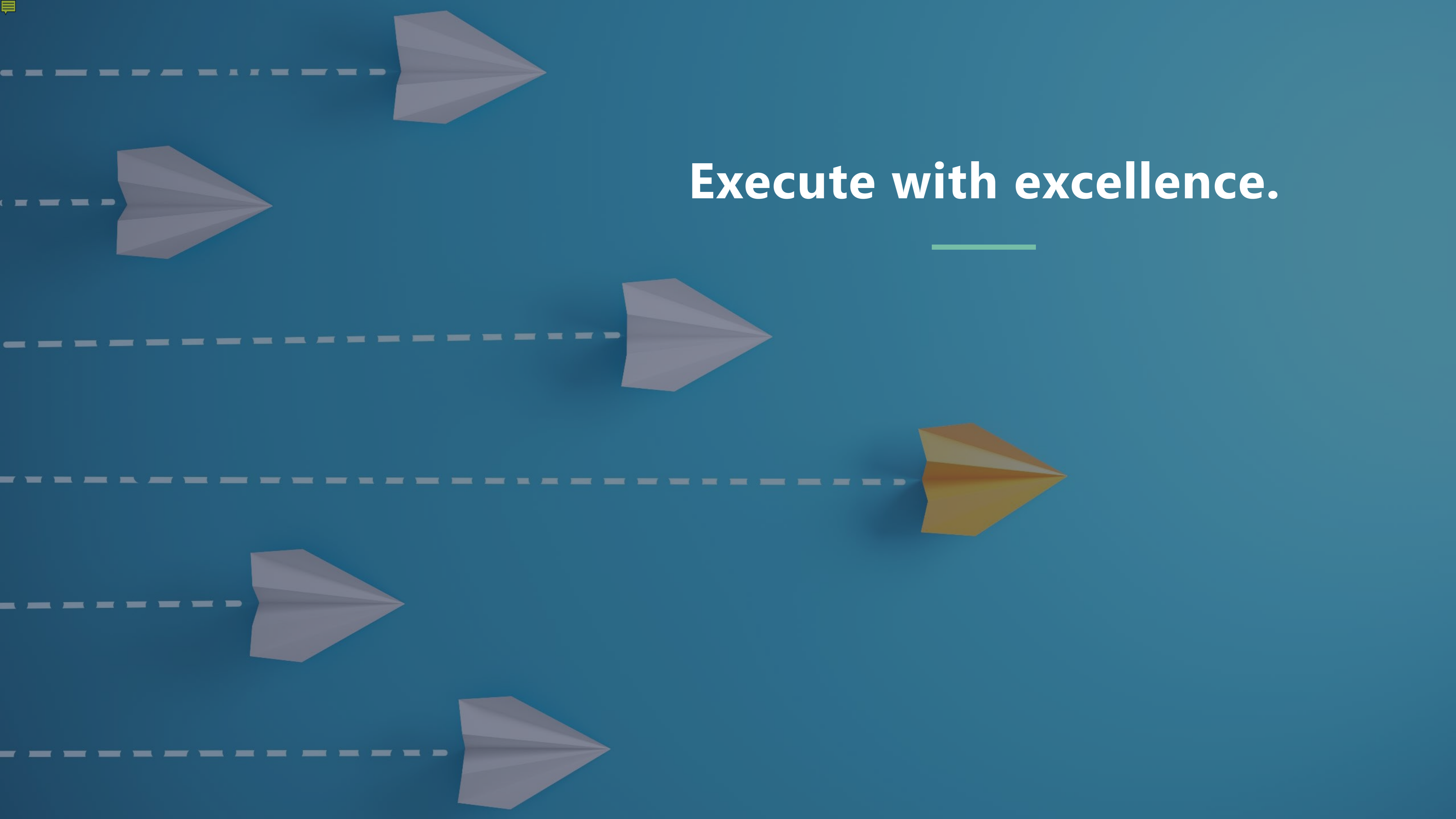


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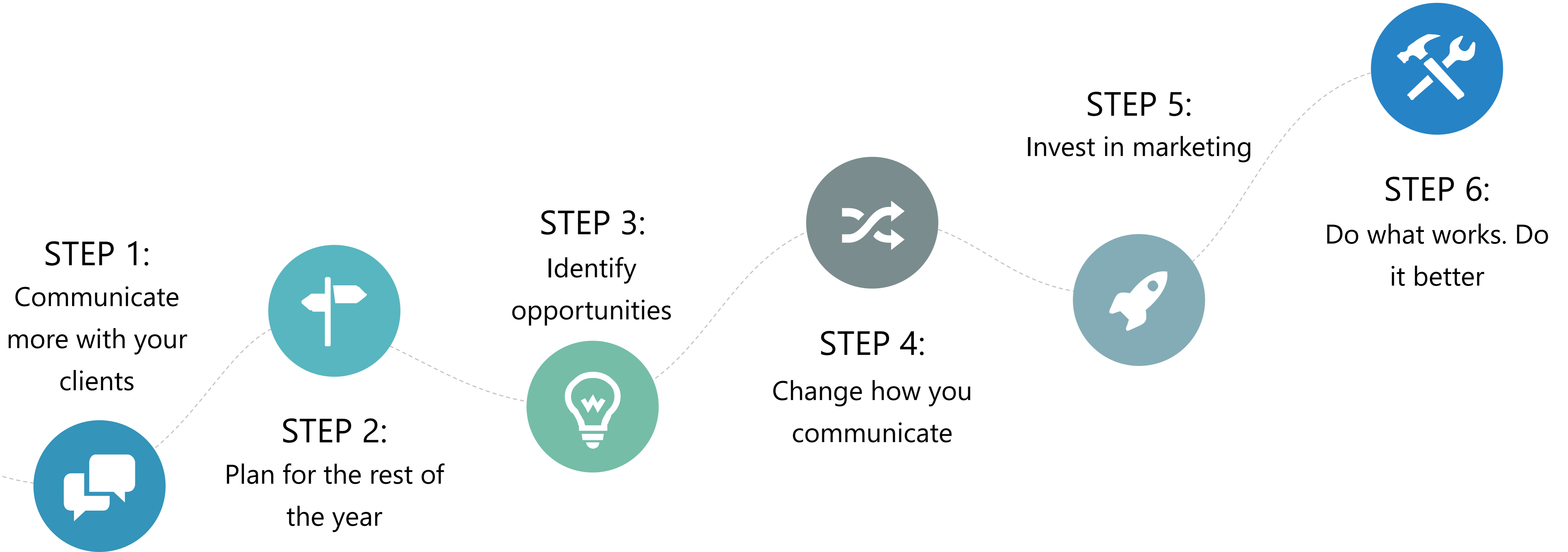
Direct mail

- Letters
- Cards

Execute with excellence.



OUR PATH



A top-down view of a desk with a wooden surface. In the center is a stack of white papers. On the papers are a pencil, an eraser, and a sharpener. To the right of the papers is a white cup with a pattern, filled with coffee. The background is a solid dark brown color.

Brainstorm:

Convert your previous tactics to what will work today.

Q&A



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RESOURCES:

