

Marketlaw email Update – November 2010

Heavy weight challengers

There are some significant developments in the legal market that you should be aware of for your firm. The re-launch of the [AA](#) and [Saga](#)'s legal services website marks an important step forward in the branded legal services sector. The promotion of their services is a more crucial element as this will draw enquiries away from solicitors firms. The AA and Saga's customers are those higher net worth people your firm need to be securing as your clients. We can be sure that they will be using their highly developed promotional channels through direct mail, magazines, email promotions and potentially national advertising to bring enquiries in. Your firm needs to look closely at the way they offer their services and ensure your firm can compete. Both organisations carefully target their promotions so it's important to remember that although you may not hear or see their advertising, you can be sure their customers (your past clients) are being regularly and repeated presented with the benefits of their services.



Bridge the marketing gap

Recent SRA research featured in the [Gazette](#) provides valuable guidance and highlighting the strength of the 'solicitors' brand. Marketing management techniques can help your firm capitalise on these strength through both external promotion and internal organisation in your firm. Your past clients need to know the benefits of your firm's services so you can remain 'their solicitor'.

Please feel free to call or email me to discuss how these developments will affect your firm. We will be seeing further branded services being launch soon, all aimed at tempting your clients away from contact you with their next matter.

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Marketlaw and the Law Society have published a marketing handbook.

[Marketing Legal Services: Succeeding in the New Legal Marketplace](#)

Click the title link above to see full details on the Law Society's book shop website.

Marketlaw's latest Law Society Gazette article can be seen on the link below.

<http://www.lawgazette.co.uk/blogs/inbusiness>

Previous articles are available on our website <http://www.marketlaw.co.uk>

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