

Diploma in Legal Marketing & Business Development

One of its kind 3 Months Exclusive Diploma.
Learn to build law practice brand, generate leads and make career
in Legal Marketing & Business Development for Law Practice

- UNDERSTANDING BUSINESS DEVELOPMENT & MARKETING FOR LAW FRATERNITY
- BUILDING FIRM'S DIGITAL PRESENCE
- BUILDING FIRM'S OFFLINE PRESENCE
- BUSINESS DEVELOPMENT STRATEGIES

Includes step by step video tutorials to use tools/apps for digital legal marketing and managing web properties including website, legal blog, listings, social media & more...

BATCH STARTS 10TH SEPTEMBER, 2019

Register now!

Visit www.digitalschooloflaw.com Limited slots available.

Marketing for lawyers has changed dramatically with the rise of local search. If you can't garner enough reach to influence and acquire new clients, your fancily framed law degree and your history of proven success become inconsequential matters.

The legal place is changing, including increased competition. How do you differentiate yourself in a crowded marketplace and adapt to the changing legal landscape? The key is to stand out by getting noticed, or being "slightly famous". As there are more law firms in the industry, you have to find a way to market your office, so you can make it known to interested parties. If you have noticed, you might be hearing a lot about the roles of 'Business Development Manager' or 'Knowledge Associate' at Law Firms. This position is an alternative career to litigation and judicial officer positions and it is here to stay having the potential of creating tons of employment in law fraternity. It's not surprising, that law firms are stepping up investment in marketing and business development activities.

As per Bloomberg 2018 Survey, Legal Marketers continue to gain a foothold in the C-suit, with titles like Chief Marketing Officer, Chief Business Development Officer and Chief Marketing Officer. Also, 2018 sees an increase in the number of these positions, particularly at large and mid-law firms. These titles are newer within firms, but their existence continues to grow. In particular, large firms are statistically much more likely to have someone in these senior pricing roles than are smaller firms.

Top 10 Tasks Attorneys work with Marketing/Business Development Professionals to Accomplish:

- Gathering Company/Client Information
- Content Marketing
- Industry Research
- Public Relations
- Rankings/Awards Submissions
- Gathering Competitive Intelligence
- Social Media
- Developing Business Plans
- Writing Blogs/Articles
- Finding Speaker opportunities for firm's partner

This Diploma programme will arm you with required skills be it theoretical knowledge, research skills and technological knowledge about using various software to complete the day to day tasks of a Business Development and Legal Marketing Roles for Law Firms. Why don't you start your career in it and Let this course helps you to gain required skills to secure the abovementioned position at top tier law firms across globe or start your own legal marketing firm where sky is limit to earn.

Course Curriculum:

The Diploma Course is divided into 4 Modules as follows:

Module 1: Understanding the Business Development & Legal Marketing

- Introduction to the Course
- Understanding Business Development
- Understanding Legal Marketing
- Understanding the Job Profile of Business Development role in firm

Module 2: Building Firm's Digital Presence

Digital Marketing

- Building Firm's Digital Presence
- Website (Setup from Domain Registration to Webhosting, Structuring & Must-haves for Lawyer/Law firm website, Securing Website)
- Social Media (LinkedIn, Facebook, Instagram, Twitter etc.) Blog (Step by Step guide to setup a Legal Blog)
- Newsletter (Online & Offline Both) Search Engine Optimisation
- Press Releases (Writing update about cases, firm's changes/achievements etc.)
- Collecting Leads (Start Capturing leads from website, blog & social media handlers of firm.)

Content Production

- Articles/Insights (Selection of Keywords and Titles for Best SEO)
- Images (Designing Images for Firm's website, social media handlers, announcements etc.)
- Videos (Creating short videos about firm's partner profile, firm's practice, announcements etc.)
- Newsletter (Designing Email Newsletter and sending it to subscribers & targeted audience, Designing Offline Monthly/Weekly Newsletter)
- Hosting Webinar (Learn to Host a webinar and in-person online events to generate leads and attract targeted audience)

Softwares Covered: Adobe Photoshop, Adobe Indesign, Cyberlink Power Director etc.

Content Marketing

Create a Compelling Content Marketing Strategy with Limited Resources

- Blogging
- Guest Posting
- Social Media Marketing
- Competitor Analysis
- Spying on Competitor's Social Media Marketing Strategy
- Gaining a Targeted Audience
- Knowing & Creating Viral Content

Reflecting Law Practice/Firm in top of Search Results.

Using Tools for Search Engine Optimisation and increasing visibility of Firm/Lawyer to gain leads and targeted audience.

- Google My Business
- Google Analytics
- Google Keyword Planner
- Google Adwords

Module 3: Building Firm's Offline Presence

- Event Marketing
- Finding Speaker opportunities
- Awards/Rankings
- Legal Directory Listings
- Call Tracking: Maximizing Your Legal Firm's Potential

Module 4: Business Development Strategies

- Identify and communicate your unique differentiator
- Using LinkedIn for driving leads for your firm
- Writing Corporate Communication/Professional pitch emails
- Spying on Competitors Marketing Strategies
- Aligning Social Media Strategy with Business Development Goals
- Making A Marketing Plan
- Attract More Paying Clients to Your Law Practice

Extras:

One of the Best reason to join this course is that enrolled students will receive a free website domain & webhosting so that information learnt from Module 1 & 2 can be practically applied by student as a part of the Assignments to check the progress and understanding of enrolled student.

Freebies:

One Domain Name (.com) with 1 Year of Webhosting to setup for website and blog as per the course.

Premium WordPress Themes for Law Firm Website and Blog

Premium SEO Tools for competitor analysis

Customised Marketing Plan templates.

Social Media Monthly Planner template.

Step by Step Guides on Using Social Media for Legal Marketing

Certificate: On successful Diploma Accomplishment, a certificate will be provided with Final Grade (calculated as per grades scored in assignments)

Instructor:

Anuj Kumar, Founder & Editor-in-Chief at Legal Desire, having experience of 5 years in Legal Marketing & Publishing, closely working with over 50+ global law firms in various practices for comprehensive business development solutions, empowering small law firms to successfully build their brands, connect with legal consumers to grow their practice. Serving clients for managing their web properties, SEO, Building Organisation Digital Presence, Content Writing & Marketing, Event Marketing, Managing organisation Business Development & Corporate Communications etc.

Fee:

For Indian Candidates: INR.15000/-

For International Candidates: \$ 400

How to Register:

Register online at www.digitalschooloflaw.com (Select this course from 'All Courses' menu)

Batch Starts 10th September, 2019 (Limited Spots available for quality and one to one sessions), Course will be taught at online portal digitalschooloflaw.com (no fixed login time required, learn at your pace).

All Downloadable course materials except videos.

For any queries, Contact: office@legaldesire.com or +91-8650010553