



**ArmstrongWatson<sup>®</sup>**

Accountants, Business & Financial Advisers

A track record of providing solutions to the legal profession

# Legal Sector Breakfast Briefing

## 26 August 2020

**ArmstrongWatson<sup>®</sup>**

Accountants, Business & Financial Advisers

# Legal Sector Breakfast Briefing

## Welcome & Introduction

Andy Poole, Legal Sector Partner  
Armstrong Watson

# Legal Sector Breakfast Briefing

- 10:00 - Welcome
- 10:05 - Briefing
- 11:00 - Q & A
- 11:30 - Close



# Marketing Your Law Firm in the Digital Age

- Increase your Turnover
- Enhance Your Brand
- Improve Your Efficiency
- Future Proof Your Practice

# MARKETING YOUR FIRM IN THE DIGITAL AGE 10 TOP TIPS



## TEN TOP TIPS

### GETTING YOUR DIGITAL MARKETING BUILDING BLOCKS IN ORDER

1. Develop your brand to differentiate
2. Ensure your website is fit for purpose
3. **ESTABLISH AUTHORITY AND EXPERTISE WITH WEBSITE COPY AND CONTENT MARKETING**
4. **SUPPORT YOUR WEBSITE WITH ONLINE ADVERTISING**
5. **COMMUNICATE MORE EFFECTIVELY WITH CLIENTS VIA EMAIL MARKETING**
6. Use effective technology (and use it effectively)
7. Don't have all your eggs in one digital marketing basket
8. Knowing is better than guessing: understand your marketing data
9. Follow up your leads
10. **A LITTLE HELP FROM YOUR FRIENDS**



Q & A

# ANY QUESTIONS?



**Learn  
more, be  
more.**

Innovative content and events for  
the Scottish legal community.

*"Domino's is a tech  
company that sells pizza"*

Domino's CEO Patrick Doyle







*“There are decades where nothing happens, and there are weeks where decades happen.”*

Vladimir Lenin





Your law firm is  
a media  
company.





Your law firm is  
a tech  
company.



*“...celebrities will look to starting their own media outlet as a logical extension of their “brand”.”*

The New Digital Age, 2013



*“If I was 19 again, I’d bypass music and go right to the internet.”*

David Bowie, 1998



# Legal Sector Breakfast Briefing

Questions and Conclusion

Ann Crusher, Relationship Director, Professionals Sector  
RBS

# Andy Poole, Legal Sector Partner

## Armstrong Watson

1<sup>st</sup> Floor, 24 Blythswood Square, Glasgow, G2 4BG

T: 0141 233 0700

M: 07828 857830

Twitter: @AW\_AndyPoole

E: andy.poole@armstrongwatson.co.uk

[www.armstrongwatson.co.uk/legalsector](http://www.armstrongwatson.co.uk/legalsector)

# Disclaimer

This presentation and supporting documentation has been prepared in general terms and therefore cannot be relied upon to cover specific situations; application of the principles set out will depend upon the particular circumstances involved and we recommend that you obtain professional advice before acting or refraining from acting on any of the contents of this presentation and/or supporting documentation. Armstrong Watson would be pleased to advise on how to apply the principles set out here to your specific circumstances. Neither Armstrong Watson nor the presenters accept a duty of care or liability for any loss occasioned to any person acting or refraining from acting as a result of this presentation and supporting documentation.



**ArmstrongWatson<sup>®</sup>**

**Accountants, Business & Financial Advisers**

0808 144 5575

[www.armstrongwatson.co.uk](http://www.armstrongwatson.co.uk)

**ArmstrongWatson<sup>®</sup>**

**Accountants, Business & Financial Advisers**