

The Little Book on
**Practical Marketing for the
Expert Witness**

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**Practical Marketing for the
Expert Witness**

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UK Register of Expert Witnesses

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Preface

So who are we to write a book on marketing? Between us we hold no marketing degrees or sales qualifications of any sort. But we do each have more than 20 years experience of working with expert witnesses and lawyers and trying to get both markets talking to us. We've succeeded to a degree, but there will always be room for improvement.

You see, we suffer from some problems that may be familiar to you...

- lack of time – we're too busy managing staff, running the day-to-day business, bringing up a young family, fundraising for our children's schools and sitting on a humid poolside waiting for yet another swimming lesson to finish.
- lack of money – we run a niche business with a negligible marketing budget so we have always needed to think creatively to make best use of limited resources.

We had to smile when putting the finishing touches to this book. We can suggest lots of ways for you to go about making contact with lawyers and encouraging them to use your services, but how much of our guidance do we routinely follow ourselves? When can we find the time? Perhaps we can all learn something from reading this book and together try to use the hard-earned insights it contains to build our businesses and improve our lot.

Susanne White and Chris Pamplin

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Effective marketing involves measuring performance

Whether you are a complete novice to the world of expert witness work or consider yourself an 'old hand' in the business, effective marketing of your forensic services is likely to be important to you. In this book we help experts new to the forensic arena develop a sound marketing strategy, and enable experienced expert witnesses to measure their current marketing approach against our suggestions.

This book is *not* about giving you chapter and verse on marketing concepts and systems. If you want to read about that, there are plenty of theoretical treatises published. Instead, this book is written in practical terms, with the expert witness in mind, using relevant examples where necessary.

1.1 What is marketing?

Focus your marketing on lawyers – identify their needs

According to the *Oxford Concise Dictionary of Business*, marketing is the process of **identifying, maximising and satisfying consumer demand for your services**. For expert witnesses, then, the lawyer (consumer) is in control, so your marketing has to be focused on the lawyer. If you can provide what the lawyer wants (to the right quality standard and at the right price), then you will increase greatly your chances of receiving an instruction.

1.2 How is marketing distinct from sales?

Marketing creates goodwill; sales converts goodwill into instructions

The role of marketing is to **create goodwill**, while selling converts that goodwill into instructions and fees.

Marketing is altogether broader in scope and, for you as an expert witness, should include all of the following:

- **Researching** what product(s) or service(s) the solicitor wants

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Get your service right before beginning a marketing campaign

There's absolutely no point expending effort on a marketing campaign unless you have a quality service to sell. Before spending any money on consultants and advertising materials, give yourself plenty of time to **scrutinise your services to ensure you are offering solicitors what they want and need.**

For new ideas, try **researching the services of your competitors** to learn what they are doing for solicitors (see Section 3.3).

- Are they offering anything that you could incorporate as **extra features** in your service?
- Can you learn anything useful from their **presentation style** or **website content**?
- How does your **CV** compare? Is it up to scratch?

In addition, given your knowledge of your area of expertise, is there any **new technique** that is about to be launched that you could include in your service range? If so, you could also use this extension to your service range as an excellent reason to contact all your marketing leads (see also Section 3.4).

Talk to current clients for insights into how to improve your service

Your current clients could also offer you valuable insight into how to improve your service. Learn to **listen to their needs** whenever you communicate with them. Or perhaps ask them to complete a short **survey**. Is there anything simple that you could do to make their working lives much easier?

So, think carefully about each of the following:

- **service content** – Have you got the product right and a quality of service to expand your business? (see Section 2.1)
- **corporate image** – Does your image reflect quality, efficiency and professionalism? (see Section 2.2)

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Before putting any effort into marketing your expert witness service, you'll need to look closely at your current lists of contacts. You must think carefully about how many more contacts you could realistically take onto your books yet maintain the quality standard required.

Analyse current contacts and forecast effects of increased business

- **Do you have the time** to deal with even more enquiries?
- If you were busier with expert witness work, how would that affect your **other professional duties or personal down time**?
- Should you **focus first on stabilising your current business**? This will mean looking to improve your business efficiency and customer care systems.
- Do you have an **accurate picture of the current state of your business** so that you can measure your marketing successes and failures along the way?

Know where you're starting from

If you conclude that the time is right for expansion of your business, then you must first accept that everything you do to try to gain more clients will take considerable time and money. A half-hearted effort is unlikely to attract any great reward.

Choose the strategy that meets best with your free time and finances

Quite understandably, you'll want to minimise your expenses and the calls on your time to maximise profits and your free time. And while doing all of this, you'll need to ensure that your quality of service does not suffer.

So, what exactly do you want for your business?

3.1 Who looks for experts?

What's the expert search process for lawyers?

When a lawyer needs to find an expert witness he will think...

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Marketing requires a lot of patience and thought. As well as applying your mind to the writing and production of the marketing material for a particular campaign, you will need to think about who you'll be contacting and tailor the approach to maximise response.

Some clients may prefer to be contacted by e-mail, others by letter. Some may prefer simply an updated CV to be sent for their files, others may need some persuasion to begin using your services.

No one marketing campaign will work for everyone

Your finances will also influence the contact method chosen, and your time constraints will alter the way you follow up mailings. Indeed, there are so many variables that there is no 'one size fits all' when it comes to expert witnesses and marketing methods.

In the last chapter we considered what makes up a marketing strategy and the strategic goals of a marketing campaign. Now we'll take a look at the different options available to you for gaining new solicitor contacts – the tactics you can employ to meet your strategic marketing objectives. These will include:

What is pro-active marketing?

- contacting **professional and/or legal societies** (see Section 4.2)
- advertising in **expert directories** (see Section 4.3)
- registering with on-line **search engines** (see Section 4.4)
- employing **direct mail** (see Section 4.5)
- using **display advertising** (see Section 4.7)
- writing **articles for publication** (see Section 4.8)
- presenting talks and/or taking exhibition space at **seminars and conferences**, and sponsoring

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The way forward

Marketing requires your input... it's not easy

If you've read the whole of this book then you will appreciate just how many opportunities there are for you to market your expertise. But the cost to you will likely weigh heavily on both your pocket and your time.

To effectively market yourself and your expertise you may decide to employ a full-time marketing manager or consultant. If so, you will still need to **guide marketing efforts** and **define the strategy**. Only you will know:

- **how technologies are affecting your field** of expertise
- the **new opportunities** that are presenting themselves to you as your field develops, and
- the **newsworthy opportunities** that are arising as a result of cases you are working on and recent media stories.

Combine approaches that fit best with your time and finances

At the end of the day, whether you employ someone to market for you or you do it yourself, the basic premise is the same. **Get the combination of approaches right and put in the time**, and you'll build up your list of productive client contacts.

So, your task now is to **determine which of the many suggestions contained in this *Little Book* will fit best with your resources and form the core of your marketing strategy** for the next 6 months or so. Good luck!

Review and adapt strategies regularly

And please remember... **revisit your marketing strategy on a regular basis**. As **external influences** change, the pressures on your time and finances change. And this will impact significantly on the types of marketing initiative that can now be adopted.

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Appendix 8: National law societies

England and Wales

- **Law Society of England and Wales**
The Law Society's Hall, 113 Chancery Lane, London, WC2A 1PL
Tel: 020 7242 1222
Fax: 020 7831 0344
DX 56 London Chancery Lane
E-mail: see website
www.lawsociety.org.uk
Office hours 9–5, Monday–Friday
- **The Bar Council**
289–293 High Holborn, London, WC1V 7HZ
Tel: 020 7242 0082
www.barcouncil.org.uk
Sforman@BarCouncil.org.uk

Scotland

- **Faculty of Advocates**
Parliament House, Edinburgh, EH1 1RF
Tel: 0131 226 5071
www.advocates.org.uk
clerkoffaculty@advocates.org.uk
- **Law Society of Scotland**
26 Drumsheugh Gardens, Edinburgh, EH3 7YR
Tel: 0131 226 7411
Fax: 0131 225 2934
LP1 Edinburgh 1
E-mail lawscot@lawscot.org.uk
www.lawscot.org.uk
Office hours 9–5, Monday–Friday

Northern Ireland:

- **Law Society of Northern Ireland**
96 Victoria Street, Belfast, BT1 3GN
Tel: 028 9023 1614
Fax: 028 9023 2606
E-mail: see website
www.lawsoc-ni.org
Office hours 9–5, Monday–Friday

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