

# The Earley Examiner

*A Letter from Massachusetts Personal Injury Attorney Chris Earley*

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Marketing is what drives the growth of a law firm. To me it is the single most important function of a practice, because outside of word-of-mouth referrals, there are generally no clients walking through the door without marketing. But if lawyers are doing the marketing, then the marketing is either not done right, or worse, not done at all. That is because lawyers have a lot going on and we frequently are so consumed with handling cases and clients that the marketing as a result can get neglected. When that happens, a law firm's growth stalls. In order to avoid that, I believe someone should be hired for, and strictly dedicated to, marketing a law practice. A marketing assistant is that person. Here are some things to keep in mind when it comes to this vitally important position at a law firm.

When hiring for the position, I look for young people that genuinely have an interest in, and enjoy marketing. College students with high energy and motivation have worked very well for me, and there is no shortage of them in Massachusetts. Plus, they are on top of what is new and relevant in social media, which is a crucial component to any successful marketing strategy. As with any position, don't just hire anyone. Find a few great candidates and then pick the one you believe is the strongest. If things don't work out, then move on. Always hire slow, and fire fast.

The big advantage of having someone dedicated to doing your marketing your practice in house, as opposed to hiring an agency, is for me, all about trust and accountability. A marketing agency gets paid whether they deliver or not, whereas the marketing assistant is motivated to make sure the works gets done, and is done right. This to me is so very important.

The marketing assistant should be tasked with a full plate of marketing duties. Blog writing, video creation, social media content, review generation, pay-per-click campaign management, etc. should all be executed regularly. If you have not already developed a marketing manual and series of checklists for the marketing assistant to follow, then I highly encourage doing so. By doing this, he will have a playbook to follow so that the works gets done, and gets done right.

The marketing assistant should be knowledgeable about tracking basic marketing data (or be willing to learn), because Google Analytics and other key marketing tracking metrics reveal crucial information on whether or not a given marketing campaign is effective or not. Without tracking the marketing, you have no idea whether or not something is working.

This can be a part-time or full-time position, which will depend on your budget and desire for growth, and can be an in-house or virtual position. It is generally not an expensive position to fill, and the benefits can be massive. Plus, it frees you up to do the work you want to do, and should be doing.

### **Thank You for Your Personal Injury Referrals!**

Your trust in us to handle your personal injury referral is incredibly appreciated not only by myself, but by my entire team. Anyone you refer to us receives our signature 5-star client service called *The Earley Experience* which has led us to amass over 500 Google reviews.

### **Let's Connect**

I would love to grab coffee or jump on a Zoom with you. We can chat about practicing law, marketing, managing and scaling a practice, hiring/firing, referrals, etc. Call my cell at 617 956 2501 or email me at [cearley@chrisearley.com](mailto:cearley@chrisearley.com) so we can talk and help one another!

### **Check Out My Most Recent ABA Article Attached**

This month's topic is all about fine-tuning client service.

### **Quote of the Month**

“Things may come to those who wait, but only the things left by those who hustle.” – Abraham Lincoln