



*Top Ten*

# 2017 MARKETING TIPS

Successful advertising relies on one thing: visibility. Regardless of your chosen marketing mix, it all comes down to your clients view your firm. While I'm not in possession of a time machine, I have a pretty good idea of what's coming down the marketing pipeline in 2017. This doesn't mean it'll be easy. You still need to maintain focus in an age that's determined to distract you with massive amounts of data and a nearly endless array of options. It's not easy to keep current clients satisfied while sparking the conversations you need to bring in new ones. While I can't fix your firm's marketing woes, I can help you prepare for a happier new year. Here are 10 trends that I predict will drive advertising in 2017:

**1. GREATER ATTENTION PAID TO THE CUSTOMER EXPERIENCE:** While customer experience has always been at the heart of marketing for the legal industry, it's become more important than ever. Clients do not just want you to help them in court. They want you to be with them, guiding them, every step of the way. The most successful firms embrace customer-centric philosophies that drive truly effective marketing strategies.

**2. AN INCREASE IN ENGAGED AND EFFECTIVE ANALYTICS:** People will focus less on collecting data and more on how that data tells a story. Tying your firm's business objective to items like customer retention and customer satisfaction will become more commonplace.

**3. MARKETING TECHNOLOGISTS AND DATA SCIENTISTS WILL TAKE THE LEAD:** To make most items on this list work, firms need someone to connect marketing strategies and data. Marketing technologists and data scientists will lead these initiatives.

**4. MORE PERSONALIZED TREATMENT:** Everyone wants to feel important. That's why you see the market turning towards customized shoes, soda cans, and clothing. Make certain that you work to make clients feel like the center of everything you do. Touch base often. Personalize everything you can.

**5. BETTER VIDEO CONTENT:** While content's still king, the web is increasingly turning towards animated and video content. Don't let your law firm be left behind.

6. MORE SOCIAL-MEDIA BASED MARKETING: Social media will be used to sell more and market less. Consider it the new front line of consumer engagement.

7. EMBRACE THE IOT: Leverage the power of connected devices to achieve your marketing dreams. An increased use of the Internet of Things will transform how you analyze your law firm's market base.

8. HEAVIER RELIANCE ON AI: Many companies are turning to chat bots to guide consumers and secure sales. They allow you to connect with your customer even if your office's closed.

9. RIGHT-TIME MARKETING: Real-time marketing will gradually give way to right-time marketing. Use data to help isolate the best moments to connect with your clients.

10. OWNING DIGITAL TRANSFORMATION CAMPAIGNS: Your Chief Marketing Officer is not in charge of your digital transformation. They're in charge of showing the market you're dedicated to being at the edge of upcoming technology.