

JN

JN Legal Marketing

Business Development, Marketing and Communication
for Law Firms

Why do you need a marketing expert?

You need a partner for success

- If **your company is struggling** to rank in legal directories or is looking to strategically implement cross-selling, organize an event, or expand the client base.
- If you want to enhance your brand, standardize the design and text of all your digital and printed corporate materials, write and publish those articles for which you **never have enough time**, and showcase on social media and your website that you're an expert with a sophisticated image.



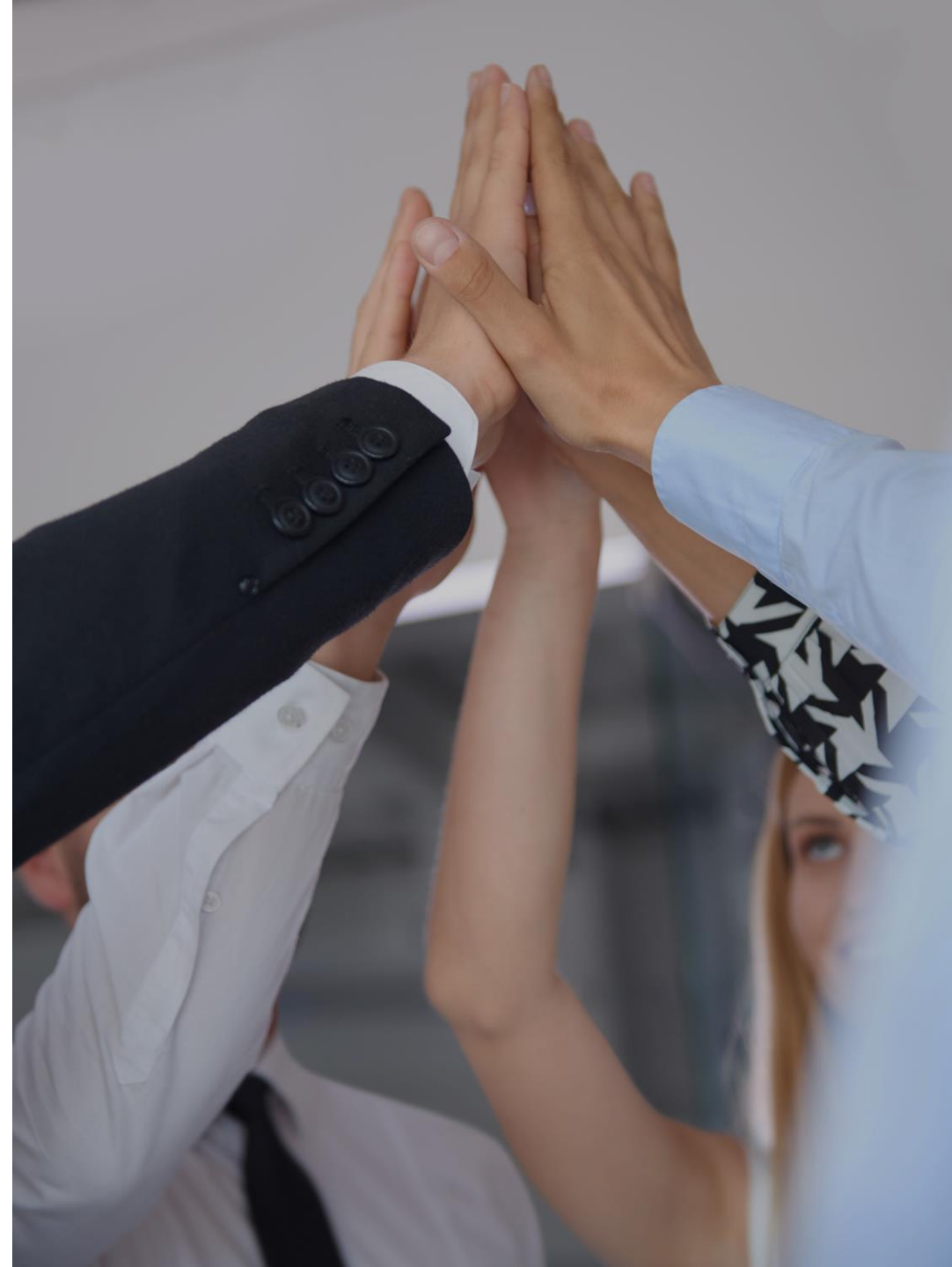
Who is Jelena Nad ?

- My specialty is **Business Development, Marketing and Communication for Law Firms**. I help lawyers understand and apply marketing strategies to establish a strong personal and corporate brand, and to position their services in both international and local markets.
- I have 9 years of experience in the sector, and in 2019 I founded **JN Marketing Strategy**. My professional experience spans two continents and two very different legal markets: **Mexico and Serbia**. I'm passionate about learning new things, holding two master's degrees, and I also enjoy fitness, reading, and traveling. I speak English, Spanish, Serbian, Russian and Portuguese.
- I am a member of **BNI Ubuntu International in Mexico** and of **Worldwide Independent Lawyers League (WILL)**.



What's on my desk?

- I help lawyers get more clients
- I help lawyers make more money without getting more clients
- I help lawyers get ranked for the first time or get a higher ranking in legal directories
- I help lawyers elevate their brand
- I help lawyers gain visibility online and offline



I enjoy uncovering the **unique values** that each firm, team, and lawyer possesses, and then translating those values into a **powerful message** and **letting the world know**.



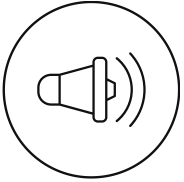
Values and Benefits

What can you expect?

- I will help you solve your main pain points:
 - need more clients
 - need to sell/bill more the existing clients
 - want a (better) ranking
 - want an elegant and coherent brand
 - want exposure, visibility, recognition



Services package 1



Law Firm Spotlight

Get ranked for the first time, maintain your current ranking or get ranked higher in Legal Directories.

Includes:

- Gather the matters and referee contacts from the past 12 months per practice area
- Edit the forms and referee lists so the content complies with the directory requirements
- Apply copywriting that increases the chances of high ranking
- Submit the forms within the proposed deadlines
- Coordinate the interviews
- Track the results

Services package 2



Client Acquisition Strategies

Define who your ideal client is and get more clients who fit that profile.

Includes:

- **Profiling the ideal client: who is that person, their position, company etc.**
- **Mapping out the associations, chambers, and networks where these types of client can be met**
- **Elaborating the strategy to approach this type of client: we consider the needs, appropriate lead magnet, channels of communication, etc.**

Services package 3



Profit Growth Plan without the Need for More Clients

Sell more services to your active clients.

Includes:

- **Choose the top 10 clients of the Firm**
- **Map the services that are currently being provided or were provided**
- **Identify the opportunity for new services, based on the available knowledge about the client, industry, challenges, legal reforms, market trends, etc.**
- **Approach the client and ask questions to identify additional needs from their perspective**
- **Make a new offer**
- **Approach the client with the new offer of additional services**

Services package 4



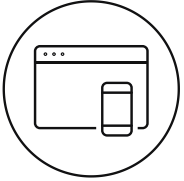
Brand elevation

Elevate your brand so that people who refer you can do it effortlessly.

Includes:

- **Elaborate firm profile and brochure that showcase your services effectively and sell more**
- **Clearly communicate your firm's values and expertise to show what sets your firm apart from the competition**
- **Describe practice area and service in a way that clearly communicate your legal and the benefits for your clients**
- **Elaborate personalized pitch proposals that make your prospect say yes**
- **Elaborate corporate PPTs and templates to present your firm professionally in any virtual or in person event**

Services package 5



Online Visibility Upgrade

Stand out with your content and gain visibility online.

Includes:

- **Specialized articles for your blog**
- **Personalized social media management:**
 - **calendar of posts**
 - **designed graphics and copies for each post**
 - **non-paid and paid advertising campaigns**

Thank you.

Contact



JN

Jelena Nad
Consultant for Business Development
Marketing
Strategic Communication