

AUGUST
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Larry Bodine Marketing Presents

Marketing for the rest of us:

Hot Marketing Technology Tips

ABA Annual Meeting
Chicago, IL

What we'll cover



1. Professional Marketing Blogs
2. Avantgo channel
3. Broadcasting a Webinar
4. Business Card Scanner
5. Hire an Amanuensis
6. Office wi-fi network
7. Bonus tip!

Blogs Keep Internet Customers Coming Back

FORTUNE

10 TECH TRENDS

Why There's No Escaping the Blog

Freewheeling bloggers can boost your product—or destroy it. Either way, they've become a force business can't afford to ignore.

FORTUNE

Monday, December 27, 2004



Professional Marketing Blog



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Larry Bodine's PROFESSIONAL MARKETING Blog

News, opinions and insights into professional marketing.



Larry Bodine

ABOUT

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BLOGROLL: FAVORITE BLOGS

[Philip Brooks](#)

[Thom Singer](#)

[Mike O'Horo](#)

August 02, 2005

Lawyer Marketing for John G. Roberts

Of all the lawyer marketing campaigns, the most high-stakes is that of attorney **John G. Roberts, Jr. for a seat on the U.S. Supreme Court.** Drawing on my 15 years of experience in legal marketing (and all politics aside), the campaign is working just as planned.



I call it the "**no downside campaign**," which is very popular among large law firms. The pitch is: pick us, there is no downside; if we lose the case, you can say you did the best thing by choosing our shimmering credentials. In fact, when I was a marketing director at a Top 10 law firm, I used to sell marketing ideas internally by saying, "there is no downside to it." The lawyers, trained to look for flaws, could find nothing wrong with my idea. They'd say, "O.K. Proceed. I have no objection."

I rarely promoted the upside or the benefit of a marketing idea, because they are ineffable and lawyers couldn't imagine them. But "**no downside**" was a potent argument, and it is working for John Roberts.

"Judge John G. Roberts continued to win support from all wings of the Republican Party while leaving Democrats with little that might threaten his

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Start an Avantgo Channel



2

- Broadcast Web Content to PDAs
- 7 million subscribers
- Break through the clutter
- 2,500 content offerings, 1 for law
- Typical AvantGo reader is
 - Executive with income of \$75,000+
 - Health care professional
 - IT professional
 - Sales representative

Larry Bodine

Marketing

Broadcast a Web Seminar

3



- Added value
- Client Contact, firm exposure
- Mailing list expansion
- Decreased travel costs
- Saves time
- Audience can ask questions
- Recording
- Cheap: \$400 for 90 minutes



Use a business card scanner

- Eliminate thick wad of business cards from conferences
- Scan directly into Outlook fields
- Retrieve on Web on Cardscan.net
- Add meetings notes, personal details
- Sync with PDA



Hire an Amanuensis

- *Pay* someone to read your e-mail
- Respond for you; make routine decisions
- Forward email to a “secret” address
- More than a secretary
 - Understands and knows your practice
 - Can sell you when prospects call
 - Writes first drafts
 - Conduct research for you



Set up a wi-fi network in your office

6



- Set up for clients, visitors
- Put in all conference rooms
- Keep secure with username & password
- Value-added service
- Named on online hotspot lists

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Thanks & for more info or questions:

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