

Niche Marketing for the Legal Sector: Identifying and Targeting Your Client Base



A niche approach to developing a client base can benefit any law firm, from large practices with many departments to sole practitioners seeking to maximise the benefits they can derive from their resources. Niche Marketing for the Legal Sector covers a range of techniques, all of which can help law firms develop a clear targeted plan for growth, more efficient focusing of resources and more effective promotional campaigns. This special report breaks down the widest segments of private and commercial clients. It expands the way in which the market can be looked at and divided in different ways such as by geography, age and gender, etc. and specific product niches such as intellectual property rights or immigration appeals. Written with busy solicitors in mind, this practical guide provides: * clear summaries of each chapters key points * real-life examples * suggested actions for adapting techniques to suit individual firms * sample forms to simplify the assessment of a firms marketing needs Niche Marketing for the Legal Sector will benefit any firm looking for a better understanding of marketing and how the niche approach can help them flourish in an increasingly competitive marketplace.

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