



Outsourced Marketing

One price. Customized work. Endless results.

For over 20+ years, Professional Services Marketing, LLC, has provided outsourced marketing department services to scores of firms in the legal and financial services industries. The decision to hire PSM as your firm's marketing department enables you to focus on what you do best while still making business growth and new client development a priority. With PSM on your team, you also have the benefit of a fully staffed, highly experienced marketing department, while paying a small percentage of the cost to hire an in-house marketing department.

Cost-Benefit Analysis

Hiring even one in-house marketing professional involves a full time salary, benefits, office space, computer technology, software, professional development and training. The cost can range from \$70,000 to well over \$250,000 depending on the level of experience of the marketing professional. The typical annual fee our clients pay is significantly less, yet includes full access to our entire outsourced marketing team comprised of high level strategists, project managers, copywriters, website developers, SEO and social media experts, public relations professionals, graphic designers, photographers, videographers –every resource a services marketing firm would require in its marketing department.

Is Your Firm a Good Candidate?

[Take our survey and find out >](#)

The ideal client for PSM's Outsourced Marketing services is a small to mid-sized firm in the legal or financial services industry that is ready to take its marketing efforts to the next level. Our clients recognize the value of a strategic marketing plan and understand the fundamentals of growing their business through marketing but do not have the time themselves or the internal resources to commit to this effort. By bringing PSM on board, our clients are able to focus their efforts on their core business while benefiting from a thoroughly knowledgeable and experienced team of specialized marketing professionals.



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Pillar I: Expanding Relationships

Client Satisfaction

- Client satisfaction surveys/interviews
- End of matter surveys
- Focus groups
- Client satisfaction training

Client Service

- Client intake and screening process
- Client service systems and processes (E-Myth)
- Client service training for staff and professionals
- Call and email return goals
- Client services best practices

Cross Marketing

- Identify clients with top cross marketing potential
- Train associates on cross-marketing
- Incentive program for cross-marketing

Referral Source Development

- Incoming referral tracking
- Outgoing referral tracking
- Proactive and mutually beneficial referral source development with attorneys
- Maximize referral-based associations

Pillar II: New Business Development

Networking

- Identifying opportunities for the firm and individual professionals
- Networking programs for practice groups
- Networking training/best practices

Targeted Business Development

- Client-specific marketing plans
- Practice group marketing plans
- Individual marketing plans
- Sales pipeline
- Contact action plan

Proposal Development

- Create proposal archive
- Develop efficient proposal response process

Market Research

- Big opportunity research on companies and people
- Create client dossiers for lawyers

Trade and Professional Association Involvement

- Assess firm's involvement and ROI
- Create association strategies to become high profile members

Pillar III: Increasing Awareness

Advertising

- Graphic design
- Copywriting
- Ad placement and campaign management

Branding

- Logo, tagline, marketing materials, website

Public Relations

- News releases and media lists
- Story pitches
- Online media kit development
- Ghost-write bi-lined articles
- Position attorneys as "expert" sources for media
- Secure speaking engagements

Trade Shows

- Set tangible goals related to trade show involvement

Community Involvement

- Board and volunteer placements
- Promotion of activities on website/communications
- How to maximize board involvement

Social Media

- Individual LinkedIn profile enhancements
- Develop company pages on Facebook, LinkedIn, Twitter, YouTube, Google +
- Develop blogging program
- Monthly content curation
- Daily social media posting for the firm and individuals

Pillar IV - Communications

Client Communications

- Select and implement marketing database
- Manage marketing database
- Run reports for marketing
- Track and report on open rates of email campaigns

Marketing Database

- Develop e-based communications
- New attorney announcements
- Ongoing firm-wide communications

Website

- Website Development
- Website launch, promotion and communication
- Integration with social media
- Search engine optimization

Client Events

Webinars