

The Seven Habits of Unsuccessful Marketers

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Looking over the titles of popular business tomes, most seem to highlight success strategies. There's *Seven Habits of Highly Effective People*, *The One Minute Manager* and *The Millionaire Next Door* to name a few. While we can learn by exploring success stories, it is sometimes every bit as useful, if not more so, to review failures.

What makes a marketing initiative or strategy unsuccessful? What activities can be eliminated from your marketing effort? There are seven key mistakes made repeatedly by law firms.

Bad Habit #1: Doing It Once

A law firm places a tombstone ad about its environmental expertise in one issue of a statewide bar journal, hoping to solicit referrals. A tax practice group hosts a one-time seminar for accountants on emerging, controversial issues. An international practice group sends out one update on some proposed regulations. Each activity is the first and last of its kind.

If your firm is looking to eliminate something from its marketing strategy, start with the activities for which there is no follow-up or reinforcement. If you place one ad in one place, what are the

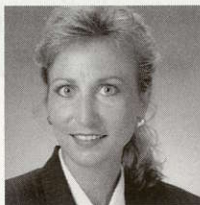
odds that targeted readers will see that page? They may skip the article printed near your ad, be on vacation when the issue comes out or simply put the journal into a "to be read" box. Every good marketer knows that marketing results require reinforcement and follow-up. An effective advertising campaign requires at least six insertions.

Bad Habit #2: Reacting Rather Than Acting

The Chamber of Commerce wants your firm to sponsor a table at a dinner event. A local business publication is highlighting real estate and suggests that your firm buy an ad. An employee benefits consulting firm asks if you would like to cosponsor a seminar.

Many law firm marketing efforts are completely reactive—they respond to requests and opportunities. Instead, your firm or practice groups should be

What makes a marketing initiative or strategy unsuccessful? What activities can be eliminated from your marketing effort? Here are seven key mistakes law firms make time and again.



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