

# THE HIDDEN COSTS

## of Cutting your Legal Marketing Budget



Hi Shelby,

As a marketer, you've spent your career justifying your budget and making the case for more money. That's why studies showing a clear link between marketing spend and growth are so helpful, especially in a profession dominated by skepticism and resistance to change.

The 2018 Dynamic Law Firms Survey by the Thomson Reuters Legal Executive Institute gives you that ammo — firms categorized as “static” (no growth or contraction) spent less on marketing, while those categorized as “dynamic” (high growth) spent much more.

However, I wanted to dive deeper to show the *tangible impacts* that a decline in marketing can have on a firm. In my article for the Thomson Reuters Legal Executive Institute, I outline seven hidden costs of a cutback in marketing and how they directly translate to a decline in revenue.

I hope this helps you make the case for the budget you need to effectively market your firm. Until next time, happy marketing!

Michelle

[READ THE POST](#)

## WHAT WE'RE READING

- **Infographic: How much do law firms spend on marketing and business development?** — The average firm spent about 2% of revenue on marketing and business development in 2018 (not including salaries and benefits of marketing and business development staff). Even more interesting: Dynamic, or high-growth firms, outspent static, or low- to no-growth firms, by \$2,300 per lawyer. (*The Thomson Reuters Legal Executive Institute*)
- **Law firms in transition 2019: Change efforts stalled in 2018 as business boomed** — In this summary of Altman Weil's 2019 Law Firms in Transition Survey, the authors say that as U.S. law firms enjoy improved financial performance, many leaders are scaling back their skepticism on the profession's long-term outlook, which may fuel complacency. (*Altman Weil*)
- **Q: Are there good clients online?** — Sam Glover of Lawyerist.com addresses a question that many lawyers have: whether they should be doing online marketing. He argues that “online” marketing and “regular” marketing are the same thing, and that marketing is never a cookie-cutter exercise, with no one-size-fits-all strategy to effectively market a law firm. (*Lawyerist.com*)



## WHAT WE'RE DOING

We're celebrating the launch of the Rep Ink Utah office!

I'm kidding, sorta... As you may know, Rep Ink is now a virtual company, with all our team members working from home offices. We made the change late last year after more than seven years in a traditional brick-and-mortar office.

Jokes aside, last week our Client Services Manager, [Shelby Gambrell](#), moved to Salt Lake City, Utah, and we couldn't be happier for Shelby, her hubby Ryan and baby Hudson. We are especially enjoying all the photos of Hudson playing in the crisp mountain air!

### FREE GUIDE: LAW FIRM PR

In this guide, we pull back the curtain on the law firm media relations strategies and skills we've honed over the years, from developing media relationships to writing effective press releases, publicizing time-sensitive litigation victories, newsjacking and more.

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