
LAW FIRM MARKETING STRATEGY TEMPLATE

Brand

Who are we?

Client Personas

Who do we want to serve?

Competitors

Who else solves the same problems for the same people that we do?

Current Situation

What are we doing now?

Distribution Channels

where are we going to reach potential clients?

Execution

How are we going to reach them?

Expenditure

How much is reaching them going to cost?

Outcomes

What do we want to accomplish by reaching them, and how do we measure it?

Action Plan

How do we get started?