

# MARKETING LEGAL PRACTICES



- **Developing a successful marketing strategy for your firm**
- **Increasing partners' and associates' visibility in the media**
- **Boosting your image in the practice areas you serve**
- **Energizing your client base with cross-selling tactics**
- **Designing and writing brochures and ads**
- **Turning your newsletter into a potent marketing tool**
- **Developing an effective event-marketing program**

## Successful marketing strategies

We conduct research to find your best markets, and then we devise the most appropriate messages and methods to persuade prospects to use your services.

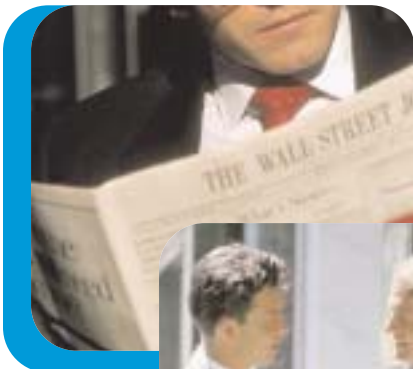
## Media marketing services

Led by an agency principal and associates who are former journalists, we know how to create effective media relations campaigns that will help you earn clients and project your communications' strategies.



## Breadth of industry experience

With experience in many professional fields and industries, we well understand how to market both professional firms and many of the practice areas you serve. We use vertical-marketing techniques to help you create and sustain stronger bonds with clients.



## Comprehensive marketing services

As a full-service marketing agency, we provide all the communications and graphic design services your firm needs to acquire new clients and grow existing relationships.



## Newsletter publishing

By converting your newsletter into an all-purpose marketing tool, we can help boost your relationship marketing, media relations, events marketing and cross-selling efforts. We use graphics to enhance your articles and provide editorial services that adapt your messages to more general business audiences.

## Event marketing

We can plan events and seminars that project your firm's influence to key groups and prepare presentations and speeches that help make your events successful.

### Eason Communications' Services:

Advertising strategies and creative • Brochure writing and design • Direct-mail campaigns • Event planning and support • Marketing research and strategies • Media and public relations • Media interview training • Newsletter publishing • Presentations materials • Web marketing and design

*Eason Communications* LLC

Your Marketing Team

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