

LawyerMarketing101

PUBLISHED BY CEPAC

Vol. 6 - Issue 1

RUE & ZIFFRA, P.A.
ATTORNEYS AT LAW

Building Business the New-Fashioned Way

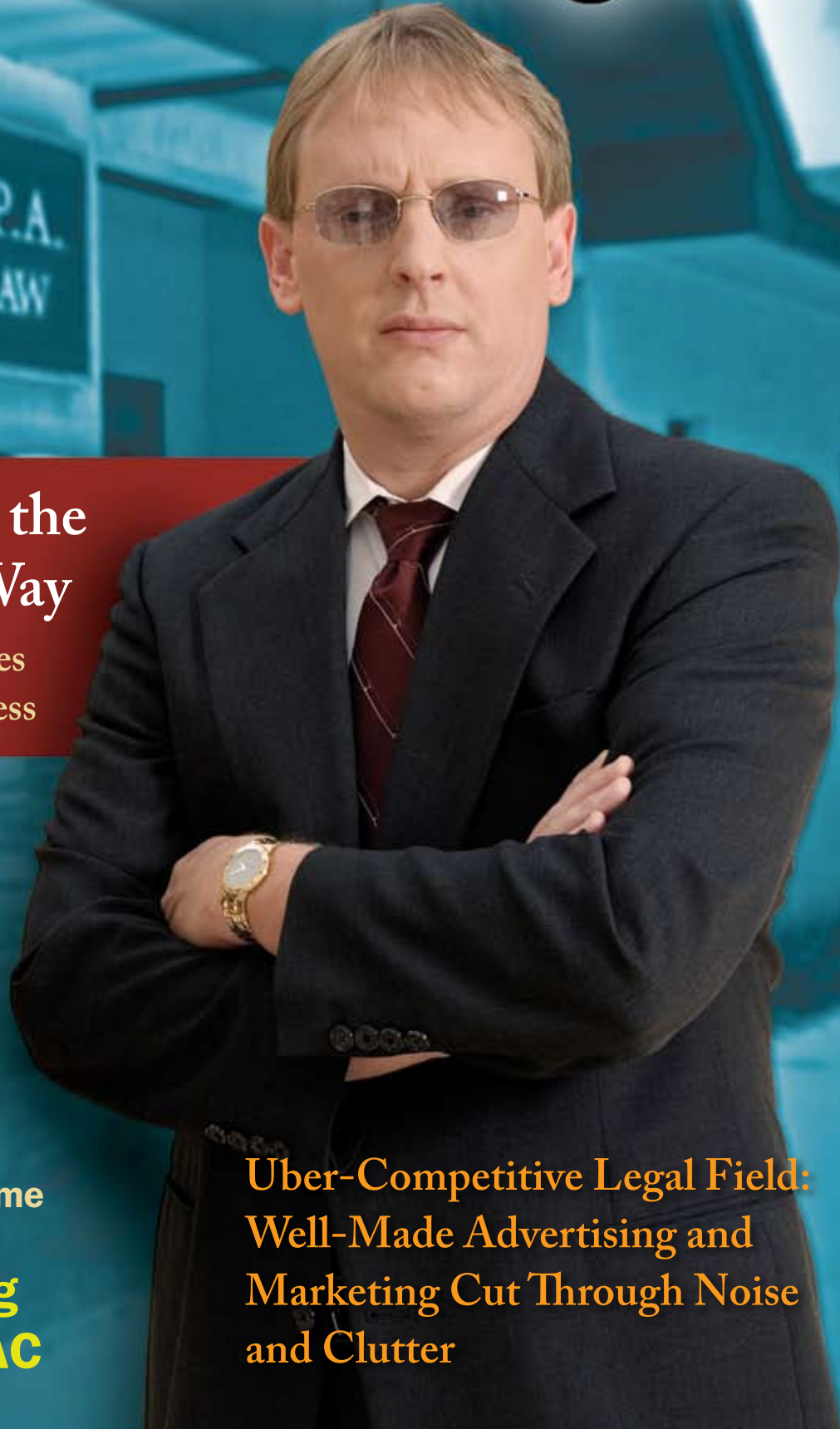
Quality Advertising Increases
Orlando-Area Firm's Business

New, Highly Effective
Internet Marketing for
Lawyers: Search Engine
Optimization

The Future is Bright
for Firm Investments: A
Potential Gold Mine to Come

**CLIO Award-Winning
Director Joins CEPAC**

Uber-Competitive Legal Field:
Well-Made Advertising and
Marketing Cut Through Noise
and Clutter



Quality Advertising Increases



Rue & Ziffra is one of the most successful personal injury law firms in the Orlando area. For over 25 years, its attorneys have been tirelessly fighting for the rights of injured clients and often recovering multi million-dollar verdicts on its clients' behalf.

The secret of the firm's lasting and considerable success is skilled and aggressive lawyering, significant resources and one other crucial thing – creative and well-made advertising and marketing.

John D. Rue and Allan L. Ziffra, the founding partners of the firm, are pioneers in lawyer television advertising. In over 20 years of television advertising, they have consistently seen a direct correlation between the amount of money spent on media and the number of calls received from prospective clients.

But lawyer advertising has changed over the last decade. As more law firms catch on to the significant advantages of advertising, throwing together a simple and quick ad is no longer an effective strategy. Rue & Ziffra's current success has more to do with improved creative

and production value that has amounted to its top-quality ads than with how many times the ad appears on TV.

In order to derive a real, measurable benefit from advertising, Rue & Ziffra hired CEPAC, an advertising and marketing firm that works solely with lawyers, to significantly upgrade the quality of its advertisements, as well as its marketing materials. CEPAC's effort has resulted in sophisticated TV commercials and marketing materials, which have led to an increase in prospective client calls to the firm.

Recently, Allan Ziffra gave some insight on his extensive experience with successful lawyer advertising. Following is a Q&A with Allan Ziffra, in which he discusses the advantages of lawyer advertising.

The managing partner of one of Florida's most successful "advertising" law firms talks about using TV to promote his practice.

Q. How many years has your law firm been advertising on TV?

A. We've been running commercials for 20 years. My partner, John Rue, was one of the first lawyers to use television advertising to attract new cases. He was a pioneer.

Q. Why does your firm continue to advertise on TV?

A. TV advertising is an effective way to increase business and to educate the public about legal issues, particularly issues that insurance companies take advantage of. For instance, we have a situation here in Florida, where insurance company representatives show up at accident sites and offer to pay a fee to the injured parties if they agree to waive their rights to future damages. They offer to hand over a check for, say, \$500 in exchange for getting people to sign a waiver foreclosing their right to file charges. In our commercials, we tell people who are injured to speak with an attorney first before signing anything.

Q. What other information are you trying to convey to the public in your TV commercials?

A. Our primary goal is to educate the public about their rights. Secondly, we convey our knowledge of the law and the quality of the service we provide.

Q. How has your TV advertising changed over the years?

A. More than anything, the creative quality of our commercials has improved significantly.

Q. Why is quality such an important issue?

A. There has always been a direct correlation between how many calls we get from client prospects and how much money we spend

Orlando-area Firm's Business

on media. But if you look at the way the competitive environment has changed over the past five years and the big increase in the number of Personal Injury firms advertising in the Orlando market, we feel that our success has a lot more to do with improved creative and production value than with the number of times our commercials appear.

Q. Do you get any negative feedback for advertising on TV?

A. For a long time, the overall quality of lawyer advertising was so poor that it bled into the jury pool. But since our new TV campaign began, we've actually seen an improvement in jury and public perception of the firm. I can't emphasize this point enough. Attorneys are heavily under fire, particularly from insurance companies that paint such a negative picture of us. We need to fight back against these portrayals and we can't do that with cheap-looking ads.

Q. How do you determine a budget for production and media?

A. Our budget is influenced by the success of the preceding year and the number of cases in the pipeline. It sounds obvious. If we have more cases than we can handle at any given time, we might decrease spending. If we see a decline in the number of cases, we increase our spending. On the whole we have found that it's important to stay the course because you never know when the next big case might come in.

Q. How do you decide where to run your TV commercials?

A. I rely on our advertising agency to determine where the dollars are spent.

Q. Where do your commercials run?

A. We spend half of our budget on spot cable TV in the local marketing area and the other half on general market TV in the Orlando area.

Q. How do you know if it's working?

A. Well, for example, this past January we had some weeks that went exceptionally well. I called our advertising agency to see if

we could find out why. I looked at the cases we signed up. The agency cross-referenced the types of cases we were getting with the programs we were running on. We adjusted our media schedule to take advantage of what we learned and now we're getting a steady flow of new cases without the peaks and valleys.

Q. Ad agencies typically charge their clients a commission for buying media. Is it worth it?

A. The additional exposure we get and the assurance of what are called "make goods" — when a station bumps our ad for someone else's and gives us an alternative, often better, time slot — more than covers the 15% commission we pay our agency for its services. Besides, it's one less thing I have to do.

Q. Are all of your partners on board with the TV campaign?

A. We don't have any resistance in the firm. Like I said earlier, John Rue has been advertising on TV for a long time, so it's part of our culture. All of our new attorneys come in with that mentality. We don't intend to change the way the firm does business.

Q. What other things do you do to promote your practice?

A. We do some direct mail marketing to attorneys to increase referrals. And we have significant placement in phone books. Lately, our Web site has become an effective tool not only to generate new business, but to explain who we are to the public. Many people look us up on the Web after seeing us on TV before contacting us.

Q. Why did you choose CEPAC to handle your new business advertising and marketing?

A. CEPAC has always been successful for us. CEPAC knows our business and is on the cutting edge in advertising in general. The company is far and above any other firm out there when it comes to attorney advertising. When you find a good thing, you stick with it.

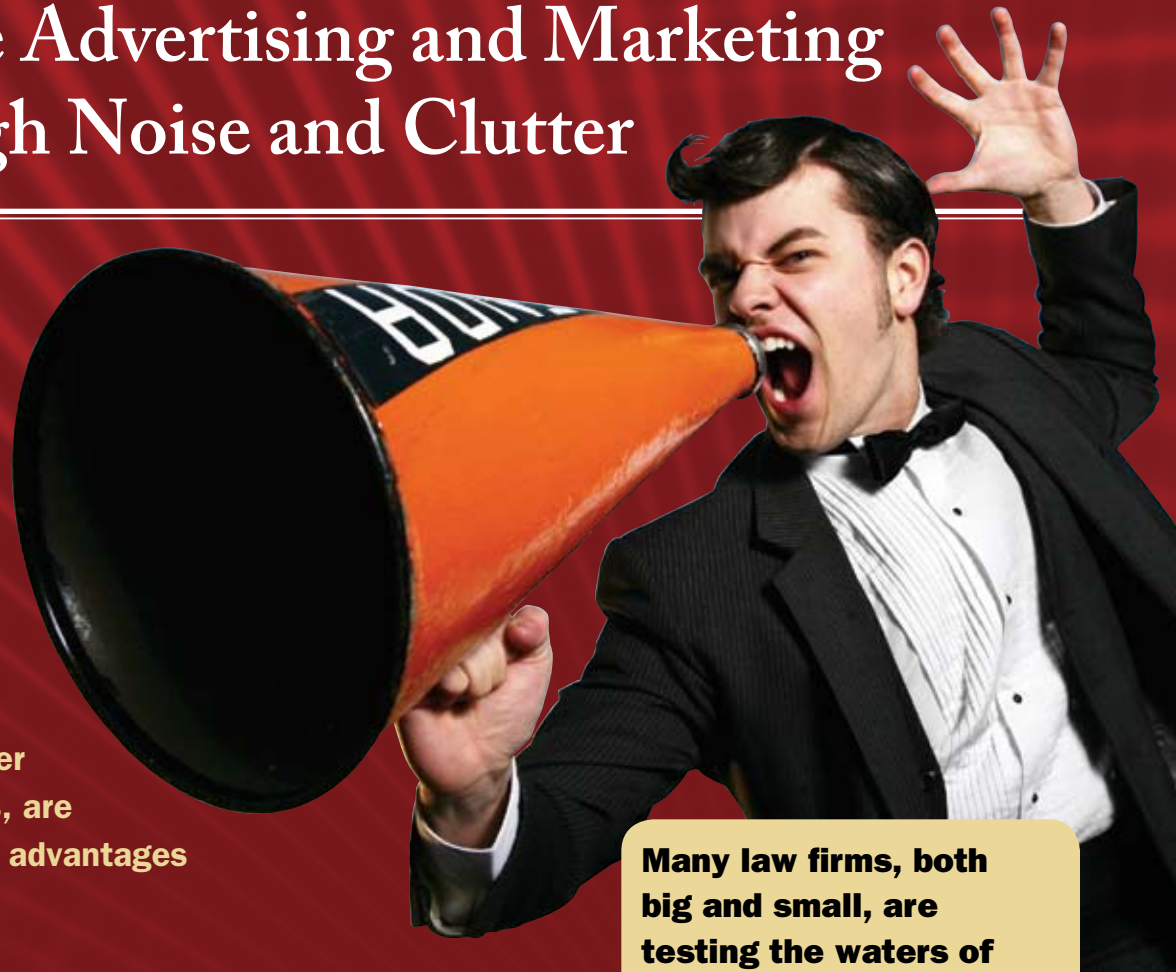


“CEPAC knows our business and is on the cutting edge in advertising in general. The company is far and above any other firm out there when it comes to attorney advertising. When you find a good thing, you stick with it.”

Uber-Competitive Legal Field: Well-Made Advertising and Marketing Cut Through Noise and Clutter

The cat is out of the bag!

Lawyer advertising is no longer a little secret shared by a few media-savvy law firms. Many firms across the country, particularly in the mass tort area, personal injury and other competitive legal fields, are quickly discovering the advantages of advertising.



Many law firms, both big and small, are testing the waters of television advertising. But it is the top-quality, professionally created advertisements and marketing materials that are able to meaningfully cut through the clutter.

Lawyer advertising not only works to promote the firm and bring in business, but also to educate the public about their rights and even upgrade the lawyer's image in the public's eye.

With today's busy lifestyles, people spend very little time researching which lawyer to hire. According to research, 67 percent of consumers spent two hours or less gathering information before choosing a lawyer.

What does that mean for a lawyer? A lot!

With competition for lawyers in most legal markets intense, lawyers must find quick and effective ways to get their name and services across to their audience. Advertising does work - but not just any advertising. Creative and distinct television commercials, in addition to first-class print advertisements and other marketing materials, are effective tools for getting the lawyer in front of his or her intended audience.

Also, sophisticated advertising is able to upgrade a lawyer's image. For instance, a recent study by the American Bar Association found that lawyers who advertise are held in higher esteem than their media-shy colleagues.

Because lawyers seem unapproachable to the majority of the public, the ones who advertise are seen as more accessible and more human.

Meanwhile, good-quality advertising is able to affect the law firm's bottom line significantly. One Pittsburgh-area law practice has grown by about 500% since it started advertising on local television six years ago. The firm spends about \$7,500 for 30 or so television ads each month in its market.

In this uber-competitive environment, many law firms, both big and small, are testing the waters of television advertising. But it is the top-quality, professionally created advertisements and marketing materials that are able to meaningfully cut through the clutter.

CEPAC's award-winning creative team has been producing effective television commercials, print advertisements and marketing materials solely for the legal market for 25 years. In a variety of media markets across the country, our law firm clients have been partnering with us to create a client-oriented, value-added advertising and marketing strategy that has a potential effect on the client's bottom line. We believe that building an image is not just reserved for big brands. Our team is dedicated to bringing the power of big-brand advertising to the legal field.



The Future Is Bright for Firm Investments: A Potential Gold Mine to Come

A groundbreaking ethics ruling in New Jersey has the potential of revolutionizing the practice of law and creating a gold mine for law firms across the country.

According to a pioneering New Jersey ethics opinion, a law firm is now allowed to own another law firm as a wholly owned subsidiary. As a result of this opinion, law firms can buy and sell other law firms as investments. Such a ruling will not be contained in one state for long. Particularly since New Jersey is a bellwether, other states may soon adopt a similar approach.

“We...conclude that a professional corporation covered by Rule 1:21-1A may form a subsidiary to provide legal services and that such a subsidiary may be organized as either a professional corporation or a limited liability company,” the opinion states.

For instance, a law firm in New Jersey is now able to own a boutique firm to handle a temporary significant client demand in a particular area and then sell it or close it when the demand subsides. This is advantageous in that the owner firm would not have to hire a lot of lawyers to fill the demand, then fire them later

when the need is no longer there. The late ‘90s technology craze is a great example of firms staffing up at lightning speed and then being left a few years later with lots of “technology” lawyers and no legal work.

Big firms could benefit greatly by acquiring a small firm and not having to charge big-firm rates and pay big-firm salaries. Also, larger firms could acquire less-glamorous practices, like matrimonial practices or collection law firms, to be more of a full-service firm for all of the needs of their clients, and at the same time not water down their own brand or reputation.

Whether you are part of a big or small firm, this ruling is a first step into a new world of law firm ownership and marketing.

The ruling came down April 27, 2006 as a joint opinion: Opinion 704 of the Advisory Committee on Professional Ethics and Opinion 37 of the Committee on Attorney Advertising of the Supreme Court of New Jersey.



New, Highly Effective Internet Marketing for Lawyers: Search Engine Optimization

Internet search engine optimization is a very effective way to market a law firm on the Internet. Search engine optimization allows the firm to have premium placement on search sites such as Google and Yahoo!

CEPAC, an advertising agency specializing in advertising law firms, which includes Internet marketing for attorneys, now offers search engine optimization for attorneys.

What does search engine optimization really mean for law firms?

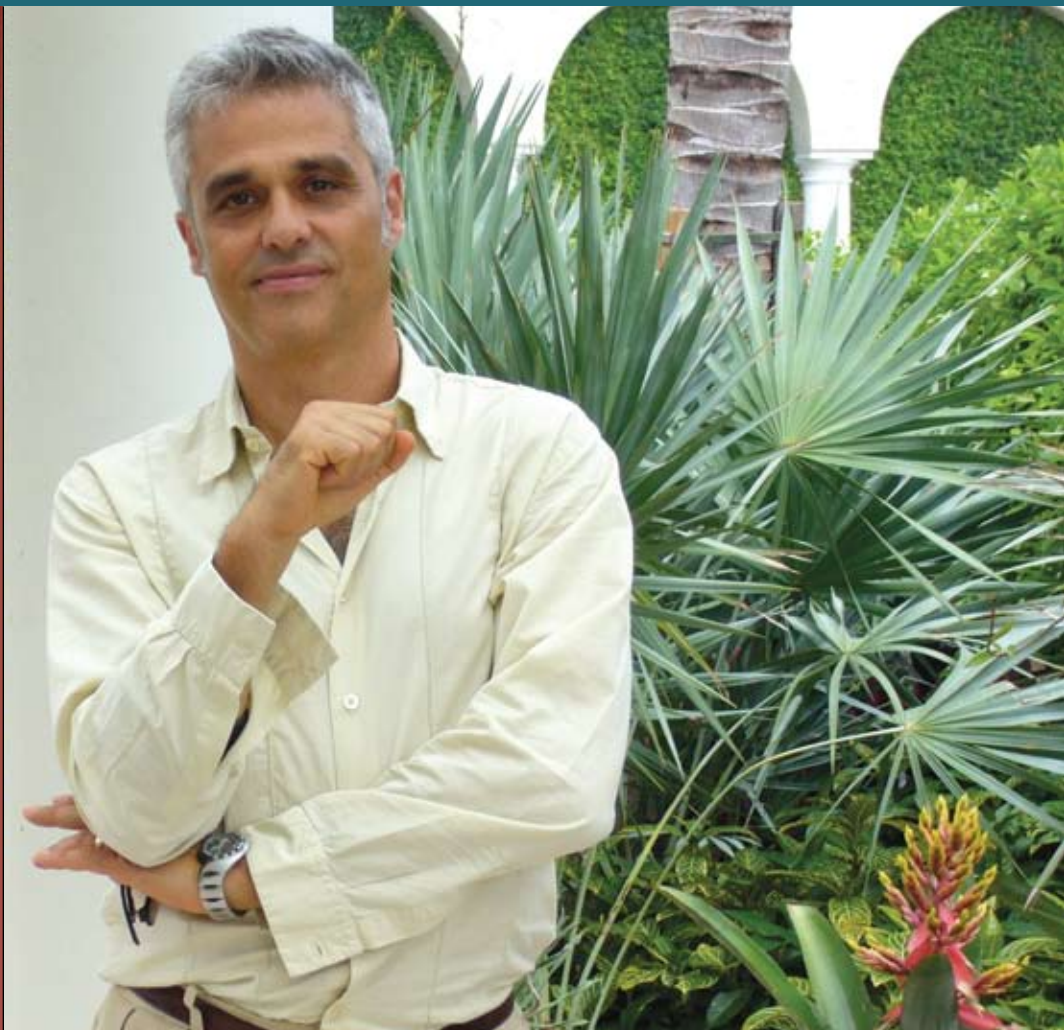
Search engine optimization for attorneys means more visibility, accessibility and added value. It's putting the right words on a page in a way that directs a potential customer looking for you to find you. The way Internet advertising for law firms works is with key phrases. CEPAC's team of Web specialists researches key phrases to find a unique collection of words that meets a law firm's specific objectives. This means finding phrases that are highly searched but not highly competitive. Unlike sponsored links, the strategic key phrases come up on a search engine as free and natural results. Search engine optimization is a powerful tool in Internet marketing for attorneys. It adds value and dimension to a law firm's marketing goals, creates awareness and a presence on the Internet and is a supple-

ment to a strong advertising and marketing campaign.

CEPAC specializes in creating distinctive advertising and marketing campaigns for law firms. With a team of experts in the field, CEPAC has created successful marketing campaigns for law firms and attorneys across the nation. Aside from Internet advertising for law firms and search engine optimization for attorneys, CEPAC also offers traditional and nontraditional marketing campaigns, such as television, radio, print, direct mail, brochures, Web site design and hosting, media buying, seminar and event planning and more. CEPAC prides itself on bringing the power of big-brand advertising to law firms across the country by offering strategic thinking and out-of-the-box creative and high-quality production values.

CEPAC has offices in New York, Palm Beach and Montreal. For more information on CEPAC's search engine optimization for attorneys, Internet advertising for law firms or to find out how to work with CEPAC to develop a compelling marketing and advertising campaign, visit cepac.com or call **561-653-3266**.

CLIO Award- Winning Director Joins CEPAC



“Because every law firm is unique, every commercial we produce must be creatively designed to capture the story behind the firm and convey it to the public. We motivate and engage the viewer to take action. When the phones ring at a law firm because of our work, we’ve done our job.”

John M. Heller, CLIO Award-Winning Director, Joins CEPAC as Partner and Creative Mind Behind the Legal Market’s TV Ads.

John M. Heller, the creative mind behind many award-winning advertisements, television programs and films, has joined CEPAC as a partner in charge of television advertising for the legal market.

John’s extensive creative work in the film and television industry over the past 15 years has earned him an Emmy Award, two CLIOs, an Academy Award nomination and three Cable Ace nominations. His diverse body of work as a producer, director and cinematographer includes commercials, television programs, documentaries, films, music videos and live events that have appeared on a wide variety of channels, including CBS, A&E, CNN, MTV and the Sundance Channel.

Some of his work involved directing *People Magazine* on TV for CBS and *The Princess Diana Special*, hosted by Joan Rivers for Romance Classics. Also, under the creative

direction of Robert Redford, John produced and directed several documentaries for the Sundance Channel. For his work on a short film series for Showtime, John received three Cable Ace nominations. He has also directed several music videos for such artists as Joe Jackson, Ace Frehley and B-Rock.

His work rarely goes unnoticed. *Everyday Elegance with Colin Cowie*, which John produced, directed and cowrote for three years, was the #1 rated original program on American Movie Classics and Women’s Entertainment. *Entertainment Weekly* named it one of cable TV’s top 20 shows.

In addition to winning accolades for his cable television work, John also won an Emmy Award for his work on the PBS concert series *Live From Lincoln Center* and was nominated for an Academy Award for his work on the PBS documentary film, *Adam Clayton Powell*.

LawyerMarketing101

PUBLISHED BY CEPAC



New York
Phone: 212-759-1126
Fax: 212-759-1396
208 East 51st Street, Suite 309
New York, NY 10022

Palm Beach
Phone: 561-653-3266
Fax: 561-653-3277
215 South Olive, Suite 300
West Palm Beach, FL 33401

Montreal
Phone: 514-798-2169
Fax: 514-798-2177
6332 Sherbrooke West, Suite 201
Montreal, Quebec H4B 1M7

cepac.com