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Legal Professionals
Marketing Group

Growing Law Firms
Nationwide



Marketing a Law Firm is Different.

Unlike many other businesses, marketing a law firm requires walking a fine line between aggressively promoting its services while maintaining a professional, sophisticated tone and demeanor.

At A.L.T. Legal Professionals Marketing Group, we believe that legal marketing requires a keen understanding of how to use and integrate the many marketing and business development tools available to law firms. This is critical in developing business development programs that are both effective and cost-efficient... programs which help individual attorneys and law firms obtain new clients, retain current clients, cross-sell firm services and justify higher fees.

Our singular objective is to develop the kinds of materials and programs that will enhance the business building efforts of our law firm clients.

Consulting Services

- Marketing Plan Development
- Firm Positioning
- Branding
- Market Research
- Competitive Positioning Analysis
- Budget Setting
- Marketing Mix Optimization
- Lead/Prospect/Client Tracking

Public Relations Services

- PR Plan Development
- Feature Article Writing & Placement
- Press Releases
- Special Events
- Press Conferences
- Seminars
- Media Relations

Taking On the Business Development Challenge – Together.

Advertising Services

- Print/Broadcast Ad Copywriting
- Print/Broadcast Ad Design
- Production Supervision
- Media Planning & Buying

On-Line Marketing

- Web Site Development
- Search Engine Optimization
- E-Newsletters
- Visitor Tracking
- Banner Advertising
- Social Media

Collateral Services

- Copy, Design & Production Supervision for all Newsletter, Direct Mail & Sales Materials



What Does Working with A.L.T. Legal Professionals Marketing Group Mean to You?

Working with A.L.T. means having a one-stop marketing department capable of implementing any kind of marketing endeavor. It means having a partner with whom to bounce around business development ideas and tactics. And it means access to the experience and resources of one of the nation's leading legal marketing firms.

The A.L.T. Operating Philosophy

We understand that marketing is an investment. It's only successful if the client realizes a tangible return. To accomplish this requires a thorough understanding of the legal marketplace, a partnership relationship in developing and implementing promotional strategies and activities, and hard work.

A.L.T. Credentials

With over 15 years of serving law firms across the country, A.L.T. staff members have written for some of the nation's major legal trade publications and the firm's clients have appeared on such media staples as CNN, ABC, NBC, BBC as well as the pages of *The Wall Street Journal*, *The Philadelphia Inquirer*, *The New York Times* and *The Boston Globe*. In addition, the agency is at the forefront in matters pertaining to the evaluation of legal marketing's return-on-investment with a proprietary, groundbreaking software application currently in development. More important, our work in on-line marketing, public relations and advertising has played an integral role in the continuous growth of our law firm clients.



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The Pavilions at Greentree
12000 Lincoln Drive West, Suite 408
Marlton, NJ 08053
P: (856) 810-0400
F: (856) 810-1636
LegalProfessionalsMarketing.com