

PR Planning for Client and Talent Acquisition and Retention

Designing a public relations plan for your legal organization

By Gina F. Rubel



Exercise 1: SMART, Quantifiable Goals

What are your core business goals (for the firm, a practice group, an initiative)?

- Increase profitability/revenue/PPP/ by X%
- Expand into X new markets through lateral development or M&A
- Launch a new practice area to increase market share by X%
- Shed unprofitable practice groups to increase profitability by X
- Increase the number of diverse attorneys by X%

What are your SMART, quantifiable PR goals that should support your business goals?

- Increase awareness about your firm by landing X earned media placements in key trades
- Increase traffic to the firm's thought leadership by X%
- Provide value add to X existing clients through joint PR placements
- Generate X prospective client leads in a new market segment
- Generate X referrals from thought leaders
- Increase traffic to your firm's careers web page by X%

Exercise 2A: SWOT Analysis

Your Firm

- Strengths
- Weaknesses
- Opportunities
- Threats

Competitor 1

- Strengths
- Weaknesses
- Opportunities
- Threats

Competitor 2

- Strengths
- Weaknesses
- Opportunities
- Threats

Competitor 3

- Strengths
- Weaknesses
- Opportunities
- Threats

Exercise 2B: Perceptions

What do you want people to think, say or do when they hear about your firm?

- How do you want to be positioned or perceived?
- What are your differentiators?
 - What sets your firm apart?
 - Why do your clients hire you / your attorneys?
 - What is your firm known for?
- What are your strengths and external opportunities and how can you capitalize on them?

Exercise 3: Target Audience

1. Target purchasers/referrers
2. Industries
3. Geographies
4. Age range
5. Gender/s (if relevant)
6. Occupations | Titles | Roles
7. Motivators
8. Goals
9. Values
10. Affinities
11. Frustrations

Exercise 4: Key Messages

1. What do you want and need to say?
2. What can you say that addresses your target audience's motivators and what they value?
3. What can you say that illustrates your industry knowledge and expertise?
4. In what ways can you demonstrate how you can help your clients meet their goals?

Exercise 5: Call To Action

What do you want your audience to think, say or do?

Exercise 6: Tactics

What types of PR tactics will motivate your target audience to act?

- What types of activities do they typically participate in?
- What types of professional information do they need/desire?
- What PR efforts can add client value?
- What types of information do they perceive as credible?
- What publications do they typically read?
- What conferences do they usually attend?

Exercise 7: Implementation

Tactic	Timing	People	Resources	Benchmarks	Notes

Exercise 8: Measurement

How will you measure your SMART, quantifiable goals?