



Are You Being Heard?

How to make sure that your message gets through!

Susan H. Andres
Director of Communications
Alabama State Bar



What the experts advise. . .

Marketing to Your Members



- **“Top 10” Marketing Strategies**

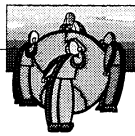
- 1) Test first
- 2) Mail only response generators
- 3) Promote your URL
- 4) Integrate your marketing
- 5) Provide incentives

Marketing to Your Members



- **“Top 10” Marketing Strategies (continued)**

- 6) Walk in your members' shoes
- 7) Personalize – one size doesn't fit all
- 8) Remember the “3x Rule” when mailing
- 9) Make your Web site member-focused
- 10) Spend time on mailing list selections



Marketing to our members
- what worked for us . . .

Marketing to Our Members



- Publicizing our resources



Marketing to Our Members



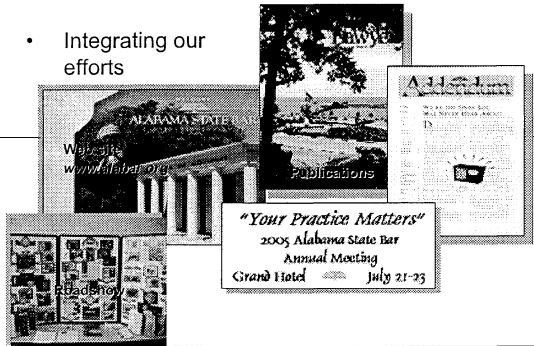
- Using our publications



Marketing to Our Members



- Integrating our efforts



Marketing to Our Members



- Recognizing active committees



Marketing to Our Members



Tommy McLain A.S.B.
General Counsel

- Going "on the road"

Douglas Mealy
A.S.B. President

Marketing to Our Members



- Web site

WELCOME
ALABAMA STATE BAR
SINCE 1907

Marketing to Our Members



- Surveys
 - Asking what they want and need
 - Using responses for long range planning

Marketing to Our Members



- Targeted communication

On the road again . . .

Covering the state with free CLE and information on the latest programs and member benefits – book now for your next bar association meeting!

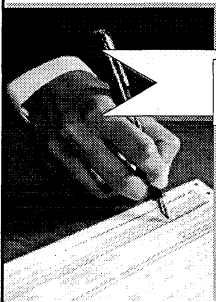
It's the ASB ROADSHOW!

Contact: Susan Andros
Phone: 214-269-1511, ext. 132
E-mail: sandros@abbar.org

Marketing to Our Members



- Incentives



REGISTER EARLY! First 75 registrants receive a special gift! See page 2 for details.

Marketing to Our Members



- Challenges

- “What have you done for me lately?”
- Generational awareness
- Be on the lookout for the next great product
- Concept of meaningful involvement
- Focus on what they want - and need!



Marketing to Our Members

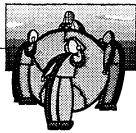


- *"Associations are going to have to be more the facilitators of collaboration, conversation and knowledge generation, than they are the providers."*
- *Managing the conversation is a product opportunity for associations, and it's going to get greater as these*



younger generations of people come into the profession and move into bar association positions."

- Bruce Butterfield, president,
The Forbes Group



Marketing to our publics-
what worked for us . . .

Marketing to Our Publics



- Media partnership with Alabama Broadcasters' Association



"The Field of Law"

"Protect & Serve"

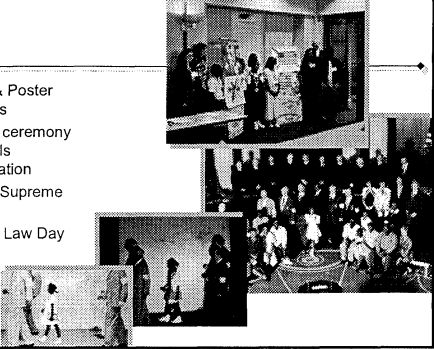
Marketing to Our Publics

- Providing legal information
 - Lawyer Referral Services
 - Free brochures
 - Media Resource Directory



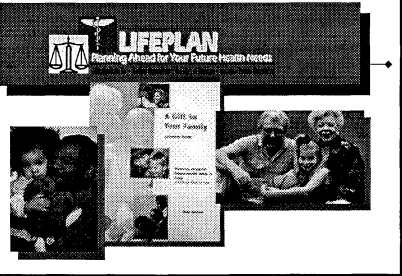
Marketing to Our Publics

- Law Day
 - Essay & Poster Contests
 - Awards ceremony & medals presentation
 - Tour of Supreme Court
 - Original Law Day drama



Marketing to Our Publics

- Public outreach partnerships



Marketing to Our Publics



- Public outreach projects

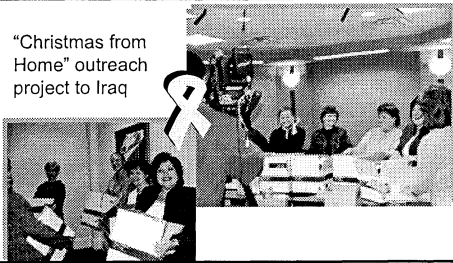


Marketing to Our Publics



- Putting "a face" on the legal profession

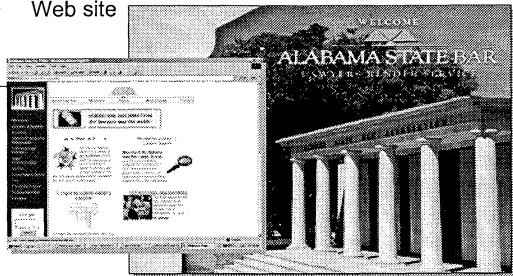
- "Christmas from Home" outreach project to Iraq



Marketing to Our Publics



- Web site

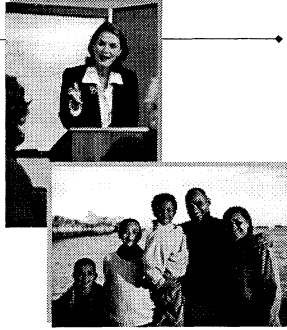


Marketing to Our Publics

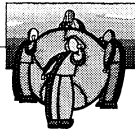


• Challenges

- Make sure that there is a "personal interest" focus
- Show the legal profession in a positive light - put a "friendly face" on the bar
- Keep messages clear and straightforward
- Educate the public to the good things that lawyers do



And a final word. . .



There is no substitute for building relationships with the media -

- 1) Introduce yourself as a resource for them on all things legal;
- 2) Be aware of their needs - deadlines, etc.;
- 3) Always return their calls; and
- 4) Let them know they can depend on you to talk to them truthfully and factually.