



Comprehensive Communications Plan



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Company

You already know, but let's review!

Mission

We are committed to providing our community with exceptional legal representation and signature customer service.

Vision

A cohesive team dedicated to being the premier law firm in Texas.

Values

We care

People matter

We make a difference

Community involvement



Brand Analysis

**From an outsider....
and based off of client reviews**

S.W.O.T.

Strengths

- BIG name!
- proven results
(experience)
- kindness
- local
- Great attorneys,
assistants, LAs

Weaknesses

- communication
- socials
- sticking to simple,
readable branding
regardless of the media
(even for events/fliers)
- Family law satisfaction

Opportunities

- very good track record, just need
to be seen as more
communicative
- pretty good branding, just need
to stick with it
- be seen as the most
approachable and effective PI
law firm in central Texas

Threats

- Saturated market
- The rise of digital law
- Big firms being able to
take cases anywhere;
rarely findign local help

Challenges

- Competition with other firms, especially in the digital age
- Keeping stakeholders informed (what's offered/available)

A lot of bad reviews were from potential clients that were denied because we did not offer the type of law they needed.

- Consultations are FREE, it seems people didn't know
- GOOD and CONSISTENT socials
Keeping up with the times
Knowing what to post and where
Focusing on the quality of video, audio, and photos

Sentiment / Perception

Sentiment/Perception analysis:

- Most reviews indicate a great experience!
- LAs and Attorneys are celebrated for being informative and compassionate

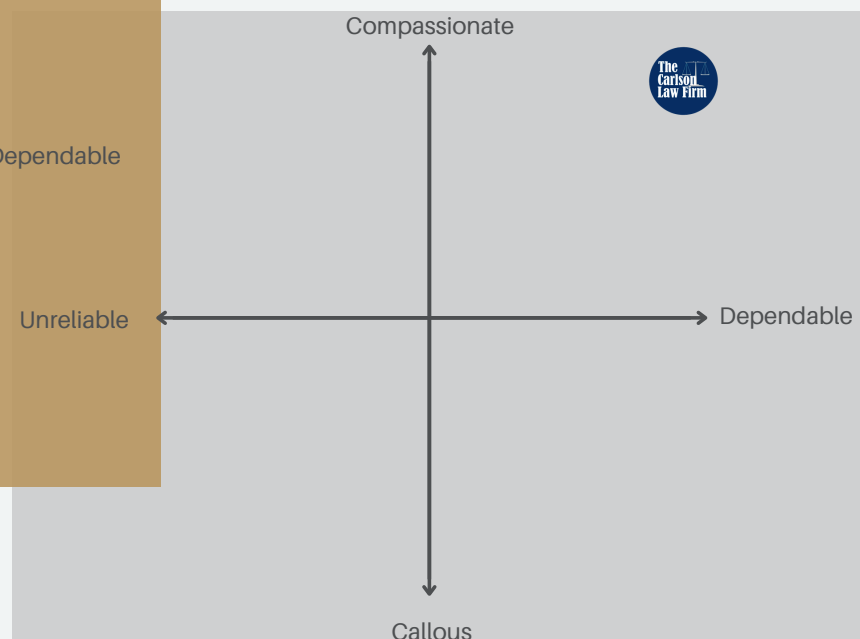
Most bad reviews seem to indicate:

- Bad communication/email response (reliability)
- Transfers of legal assistants without communication or reasoning
- Too quick of a settlement
- Cases take too long

CURRENT



DESIRED





Stakeholders

Instead of trying to attach messages to each stakeholder -- this market is far too broad -- each persona I've created serves as a visual connection to sentiments, potential plans, and changes.



Nicholas Miller

Nicholas is a 32-year-old construction worker living in Temple. He is on job working on I-35. While on the job, he broke his arm due to unchecked equipment. He does not have a lot in savings, and often lives paycheck to paycheck. Even with his arm healed, he still experiences pain when lifting heavy objects. Having to take a break while healing his arm made it difficult to make ends meet.

He values good work, dedication, clarity in communication, and results.



Jed, Abbey, and Zoey Bartlet

Jed and Abbey, the parents of high school student Zoey, are extremely protective of their daughter. The Bartlets are from North Austin. After Zoey was sexually assaulted by a teacher, they are looking for an attorney that will represent their daughter. They value compassion, grit, authenticity, and loyalty. They are looking for someone with these qualities to represent their daughter, especially because Zoey will have to participate in the journey.



Lorelai Gilmore

Lorelai is an RN from Lubbock. She has four kids, and is an active participant in the PTA. She is married to a firefighter, and is known for always helping to fundraise for his station. Lorelai developed horrible back pain after getting rear-ended by an 18-wheeler. Although she wants to do her best as an RN, her back pain makes hours on her feet unbearable. She values her community, loyalty, compassion, and results. Because she always helps others, she expects others to help her in the same dedicated way.



Situational/ Environmental Analysis

What in the world is going on???

Political

- **An election year**
- School Shootings
- Questioning of Rights
- Wars, Genocides
- A Time of Divide and Uncertainty

Social

- Motor vehicle accidents are the leading cause of personal injury claims, accounting for 52% of all personal injury cases.
- Slip and fall accidents make up approximately 22% of personal injury claims.
- Medical malpractice claims, while less frequent, often result in larger settlements, averaging \$242,000.
- Product liability cases have seen a 73% increase from 2013 to 2022.
- In 2022, private industry employers reported 2.8 million nonfatal workplace injuries and illnesses.
- The construction industry had the highest number of fatal injuries with 1,008 deaths.
- The total cost of work injuries in 2022 was \$167.0 billion.



Goals

Like, literally goals.

Established

- Boost website traffic through SEO ranking improvement
- Increase in attendee presence at events
- Improve paid digital advertising copy and creative placements in order to improve conversion rate
- Increase ink share for Mass Torts

Recommended

- Focus on clear, readable, and consistent branding for ALL content produced through the department (even events, social media, etc.). Busy designs distract from the main idea!
- Improve socials to be more cohesive. Have a higher standard for photos and videos posted (always check audio, always try to use a good camera, etc.)
- Keep digital signage updated and relevant for each office.



Communication Themes

In order to address the concerns and sentiments from past clients, these themes will be a guide for the right words and messages to use.



LOCAL

KEY WORDS / PHRASES

community, known, small, involved,
B2B, you know us, compassionate,
there is a CLF near you, always
nearby, constantly there, reachable,
priority treatment

LOCAL

SMALL FIRMS, BIG REACH.

We have the unique set-up of a lot of relatively small firms complete with the benefits of a large firm. Each office has its own attorneys that are familiar with the city they are placed in, and many had a previous standing within the community before working for CLF.

Small offices not only feel more personalized, but they make it feel like the clients are of higher priority.



"I know big firms that advertise big results for my kind of case, but part of me doesn't trust them."



"We're more likely to hire an attorney based on the recommendation of friends or family. We trust them to help us find someone we can trust."



"I don't have time to deal with driving to a big firm. I also don't have time to get stuck waiting in a waiting room."



DEPENDABLE

KEY WORDS / PHRASES

experienced. communicative,
informed, available, in-it-for-the-
long-haul, won't just settle,
trustworthy

DEPENDABLE

We have decades of a successful track record. While most firms focus on their big wins, we tend to focus on compassion and people-first service. The type of “dependable” we want to communicate is through being available, being trustworthy, being communicative.

Our clients are not just numbers to add to our billboards.



“I’m worried I’ll get lost in the mix of all of the clients with a big firm. I don’t want my case to go forgotten.”



“We have a lot of questions about how to handle our delicate case situation. We need an attorney that is available to answer our questions promptly and efficiently.”



“It’s important to me to be respected with my time. I don’t have time to sit around waiting for answers or a settlement. I need to be able to trust my attorney to handle my case efficiently without me having to be around too much.”



AUTHENTIC

KEY WORDS / PHRASES

real, approachable, tell-it-like-it-is,
open, honest, transparent, all the
cards on the table, jargon-free

AUTHENTIC

People want an attorney they can trust. More than we are selling our services -- we are selling our attorneys. Drawing attention to the hardships that come with being involved in a case, then offering an attorney as a defender, comforter, and peer makes the attorneys seem more approachable. What you see is what you get -- no surprises from us.



"I don't want to waste time with the wrong law firm. If a firm can't handle my case, I'd like to know right away without being dragged along."



"It's important to us that our daughter feel safe and comfortable around our attorney. We need someone who will make this process painless for her."



"I want to be kept updated on the status of my case in an easy and accessible way. I never want to shy away from asking questions."



Implementation

Digital and traditional means of
spreading the word!

"LOCAL"

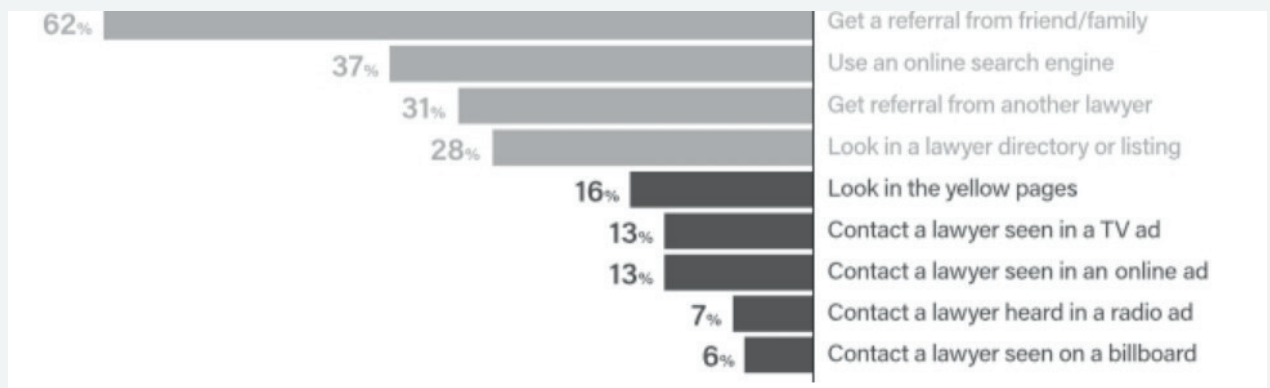
Implementation

People trust people they know. Ways in which the firm could utilize this is to build relationships with trustworthy people and to focus on personifying our attorneys. Our community events are FANTASTIC! But some offices only have one a year or less!

- **B2B meetings with hospitals (\$2K-\$3K / Party)**

Specializing in personal injury, creating connections with hospitals could be beneficial in creating trustworthy connections.

Ways in which people found an attorney -- survey



VIA: leadingresponse.com

- **Shorten/Edit attorney profile videos and re-use for local TV or Radio + Do more! (Extra Time + Labor, TV / Radio costs vary)**

Our attorney profiles are so well done, but I feel they don't get the use they deserve. Although Craig is a great face of the company, his face is not as impactful outside of the 50-mile radius.

Introducing the public to their local attorneys might help to personify and localize each office -- establishing us as "Small firms with a big reach."

"LOCAL" cont.

Implementation

- **Invest in local high-school sponsorships (Range: a few hundred or thousand / year)**

ALWAYS BE AROUND! Make it feel like you cannot be escaped. This could just be in the form of regular sponsorships, or you could look into sponsoring something like a half-court shootout challenge for home games. Give out cookies to student sections during big games. Be consistent. Be around. We are ALWAYS ready to help.

"DEPENDABLE"

Implementation

Communication is key! Consistency is key! Most of the bad reviews indicated a lack of communication from us -- whether that be related to payment, responsiveness to emails, or quick changes clients were not informed of. Our attorneys have a great track record of results, but those results can be overshadowed by a bad client experience.

- **Biweekly check-in emails to clients (Time + Labor)**

These emails could consist of an opportunity for clients to pose questions, feel caught up and in-the-know for payments, and just feel like they are not being forgotten. Cases can take a long time, and being reminded that we are actively working to produce the best results could be encouraging to clients. Set an expectation that emails will be responded to within 48 hours.

- **NEW, In-depth client surveys (Time + Labor)**

Good for us and good for them -- being able to go into depth about client experience can help us improve and help them express negative feelings before taking to Google reviews. If we show we genuinely care about their feelings and experience, they may be more likely to choose us next time or recommend us to someone else.

- **Focus on our 24/7 customer service! (Commercial? Radio? Digital signage?) (BIG price range!)**

This is something special about our firm, and I feel like it often gets overlooked. Anytime, anywhere, we can help. You can even pose a situation in which a person was in a car accident at 3 a.m. and called The Carlson Law Firm.

"AUTHENTIC"

Implementation

People-first service. We are not focused on making money off of your case -- we are focused on getting the justice you deserve. Consultations will always be straightforward, empathetic, and as painless as possible. We care for you like family, we'll fight for you like family.

- **Use client reviews on billboards (Price varies on area: \$2K - \$14K / month)**

There are a ton of lovely, touching, straightforward client reviews. Most regarding our compassion, and oftentimes people say their attorney or LA come to feel like family by the end of a case. "We care, we helped." There is strength in compassion, compassion makes the difference.

- **Use attorney profile videos (again!) (Time, Labor, Varying cost of TV or Radio spot)**

Many attorneys have definite reasons as to why they wanted to become an attorney -- especially within personal injury. Most likely, it is to help people in a tangible way. Use the authenticity!

- **Write feature blogs about past clients (Time, Labor)**

You could easily interview past clients and create a "where are they now?" type of blog. It can show the impact a successful case can have on a person or a family. If someone is featured, they will likely share it with friends and family as well!