



# 10 POSITIVE PR STEPS

## *Strategies to Build and Promote Your Brand*

Public relations isn't just for celebrities or global brands. Attorneys, law firms, and legal organizations all have public-facing reputations — and how those reputations are built and protected matters. Following these 10 simple steps will help you to be more intentional about your brand and establish a solid foundation.

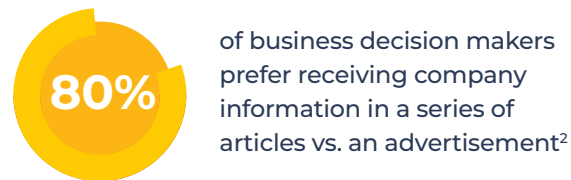
### Key steps to propel **YOUR** company to new heights:

#### 1. Define Your Values

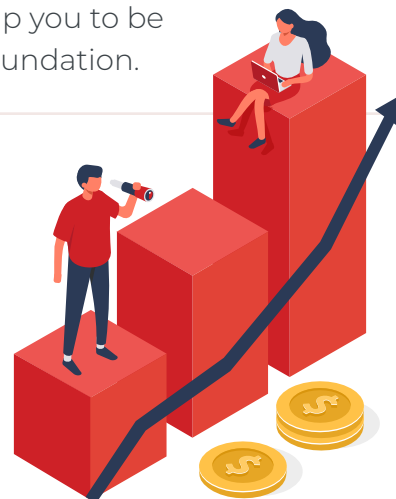
Clearly articulate your firm's identity and culture. Maintain standards and remain consistent with them in all your communications.

#### 2. Contribute Your Thoughts

Promote your brand by sharing legal insights or commentary on relevant issues. Thought leadership pieces showcase your expertise and build credibility with peers, clients, and referral sources.



source: <sup>1</sup>Demand Gen Report, <sup>2</sup>Content Marketing Institute, <sup>3</sup>Chief Marketer



#### 3. Prioritize SEO

Potential clients — including general counsel, referral sources, and prospective hires — often start their search online. Your firm should rank high in relevant searches. Develop an SEO strategy that drives visibility and reinforces authority.

**SEO Leads** (increased website rankings) vs. **Outbound Leads** (direct mail/print advertising)



B2B researchers do an average of **12 searches** prior to engaging on a specific brand's website

source: imFORZA and Think with Google



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#### 4. Have Two Plans

Develop both positive and crisis PR plans. A positive plan outlines your proactive outreach and visibility efforts. A crisis plan identifies reputational threats — from litigation to internal matters — and maps out response protocols.

#### 5. Develop a Communications Policy

Train your team to follow a clear policy for public communications. Designate a spokesperson for press or client statements. Ensure consistency and protect client confidentiality at all times.

#### 6. Keep Corporate Culture a Priority

A strong firm culture retains talent and supports your brand. Recognize employee contributions and foster a collaborative environment. Your people are your best brand ambassadors.

#### 7. Maintain Your Social Media Accounts

Stay active and professional online. Social media can enhance your presence and connect you with clients, recruits, and the broader legal community — while complying with advertising and ethics rules.

Millennials are **247%** more likely to be influenced by blogs or social networking sites

source: HubSpot



#### 8. Stay Connected to Your Community

Engage in your legal and civic communities. Visibility through bar associations, pro bono work, or public education builds trust and can lead to organic PR opportunities.

#### 9. Invest in Corporate Giving

Donate to causes that resonate with you or your customers. Sponsor events and coordinate staff volunteer opportunities to showcase your brand's ethics.

#### 10. Exhibit Care and Caution

Be thoughtful about everything you say in public or post online. Avoid controversial topics, and before making a statement, ask yourself: *Can this post be interpreted in a negative way?* If there is any doubt, then do not post.

### *Have more questions?*

Looking to engage experts to build a more detailed PR campaign?

**Contact Red Banyan today!**



RED BANYAN

954.379.2115

www.redbanyan.com

info@redbanyan.com