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# BRAND DEVELOPMENT AND ITS IMPORTANCE FOR LAWYERS

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## Objective

Understand the importance of branding as a positioning strategy and to obtain new clients.

# Brand Development and its importance for lawyers

## Introduction

Currently, competition in the legal sector is increasingly evident due to oversupply or the appearance of new, more efficient services at a lower cost. Lawyers must therefore find ways to differentiate themselves in a business environment where quality service at a lower cost is no longer sufficient. Customers are becoming more and more demanding and with the oversupply of services, they can choose from the countless offers that are presented to them.

So what should a lawyer do apart from providing a good service and at a lower cost to be able to differentiate themselves in the current legal market? The answer is simple: you must build your personal and professional brand. And this is where branding comes in.

Let's define then what is **Branding**:

According to the Spanish Association of Branding Companies, Branding is the intelligent, strategic, and creative management of all those differentiating elements of a brand's identity (tangible or intangible) and that contribute to the construction of a promise, an experience, and a distinctive brand that is relevant, complete and sustainable over time.

Let us understand then that branding is not a brand but the process of managing it.

A brand is then the perception, emotion, or feeling that a consumer has about your product or service and that helps you differentiate yourself from your competitors.

In the case of lawyers and firms, a brand represents your values, your identity, your differentiator, and the way clients perceive you.



# The importance of Brand Development

Prospects no longer buy products or services, they buy **brands**.

When I am asked where to start a marketing strategy for a lawyer or law firm, my answer is simple: start with the development of your brand.

The professional brand of a lawyer or law firm represents the main pillar that will serve as the basis for all other digital marketing strategies.

Let's see some examples of why the professional brand should be developed before any other element:

- The content that is distributed by digital means must be consistent with the style guide regarding colors, typography and voice.
- Social media profiles should be optimized according to your brand guidelines and also consistent with the style guide.
- Facebook requires that the art of paid advertising be consistent with the landing page where the traffic will be sent. This means that the art must match the landing page in terms of colors, font, name, etc.

The importance of a brand lies in achieving a position in the minds of your potential clients and even your current clients. With this positioning you will be able to be a reference in the legal market and consequently obtain more clients.

Just remember that to achieve this position you must offer a quality service based on results and with excellent communication with the client.



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# Objectives of Branding

Branding has specific objectives regarding the management of a brand, among them we have:

- Help your personal and professional brand to obtain a competitive advantage in a market with an oversupply.
- Help you to differentiate yourself in the market.
- Get the members of your firm to identify with your values and with those of your firm.
- Increase the positive perception and therefore your value and that of your firm before your clients.
- Create a unique identity.
- Position your legal practice in the market.

## Employer's Branding

The development of the professional brand of a lawyer or a firm must include a strategy to attract the right talent.

Let's define what is employer branding applied to legal service providers.

The legal employer branding, is a strategy implemented by law firms and legal departments, with the purpose of positioning themselves among professionals as a good place to work and its objective is to motivate, retain and maintain the talent they require. The legal employer branding integrates two functional areas of the firms: the human resources department and the marketing department.

### **Advantages of building a legal employer brand**

Among the advantages of brand development of a legal employer, we can mention three, as the most important:

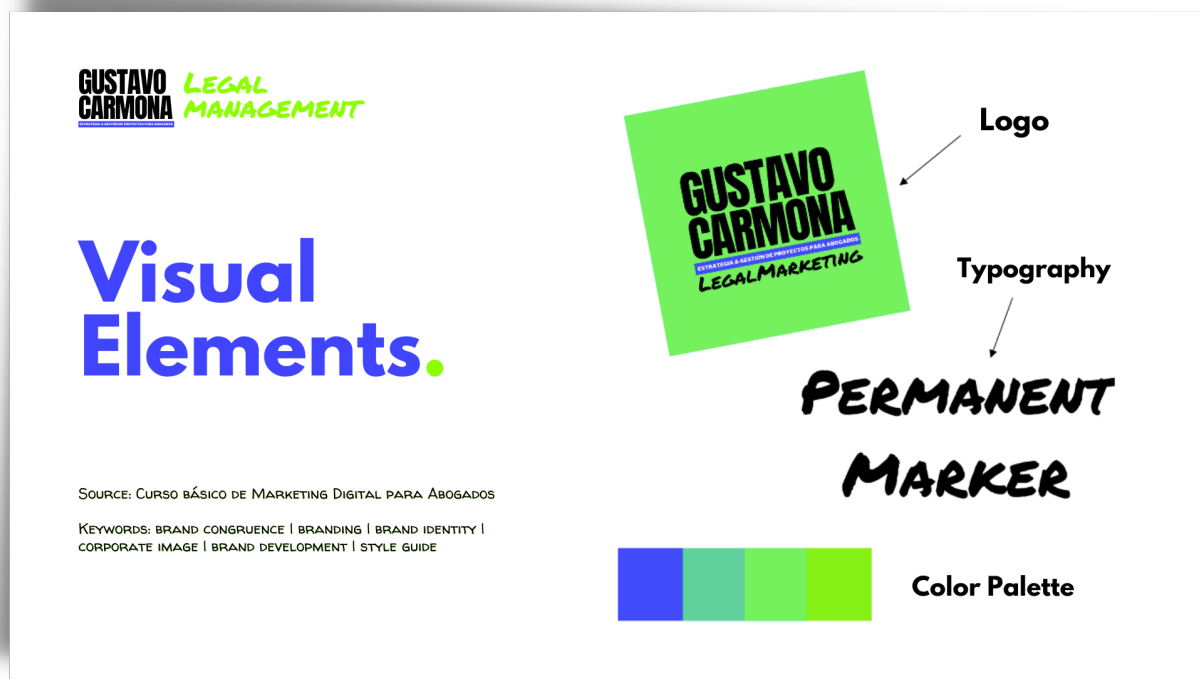
- Increase motivation among current employees as they will perceive the firm as the best place to work.
- Facilitates reaching that talent that the firm or legal department needs.
- The firm will gain market positioning.

It is important for the talent attraction strategy to work, that the human resources and marketing department work in coordination and strategically.

# Brand Congruence

Brand congruence is when you maintain a consistent visual identity in all aspects of your content, images, fonts, and designs so that your audience can identify you and you can earn that space in their mind. The best way to create that visual identity is by developing a style guide.

A style guide contains all the visual aspects of your brand and is especially useful if you hire other professionals to do the graphic and content design work for your practice.



## Branding considerations for lawyers

Managing your personal and professional brand as a lawyer or that of your firm is a long process that must be accompanied by other marketing strategies.

As you generate the content of value to your audience, obtain success stories, are very active in social networks, participate in events as a speaker or write articles in publications, your personal and professional brand will take shape and generate that space in the mind of your target audience.

Building your brand is one of the most powerful tools you have to differentiate yourself, gain recognition, and new clients for your practice.

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## About me

My name is Gustavo Carmona and I am a consultant and instructor in project management, process improvement, marketing, sales, legal operations and digital transformation for law firms and legal departments.

My job is to help law firms achieve operational excellence through project management, process improvement, change management, and digital transformation.

