



# Factsheet Marketing a Clinic

***Marketing and promotion helps to raise awareness levels of your clinic and the services that it has on offer. Informing stakeholders about clinic services is a great way to contribute to the clinic's success and sustainability.***

Whether a clinic has just commenced its operations or is already established, marketing and promotion can enhance accessibility: it informs the public of the availability of the service, the areas of legal assistance that are covered and the steps that may be taken in order to obtain help.

Demand on clinics is often already very high; however, a strategic marketing plan can play an important role in ensuring that a clinic's resources are used to help people in the greatest need in a targeted way.

In this factsheet the LawWorks Clinics Team sets out a number of approaches to be considered when planning the marketing and promotion of your clinic.

## **LawWorks Clinics Network**

Clinics within the LawWorks Clinics Network have information about their services listed upon the LawWorks website. The LawWorks new website launched in September 2015 includes improved search functionality for people seeking legal help in their local area. By keeping the LawWorks clinics team informed of any changes to your service, we can in turn make sure service users are kept up to date via our website.

If a new clinic has opened or a current clinic requires more clients, LawWorks is also able to publicise this in its clinics newsletter, the LawWorks newsletter and by e-mail to our network of advice agencies and contacts.

## **Local Advice Agencies and Organisations**

Communicating with local advice agencies and courts is vital to the success of a clinic.

It is important that the wider local and national advice network, court staff and the judiciary are aware of:

- the services that the clinic offers;
- how they can refer individuals to the clinic; and
- how the clinic can complement their services.

The police and community support officers can also be used to distribute posters and flyers to community groups.

Communicating with local charities and community groups will ensure that they are aware of the service that the clinic is providing and will be able to signpost or refer their clients accordingly where relevant.



Advertising the clinic through local radio stations and local newspapers are an additional means for boosting a clinic's presence within the local community.

## Web Presence and Social Media

There are many tools online which can help publicise and market a clinic. By increasing the quantity of a clinic's literature on the internet, there is a greater likelihood of obtaining website hits and building a clinic's web presence.

There are a number of ways that a clinic can publicise itself online:

- A webpage for the clinic using key terms that are searchable by Google.
- A Facebook account that is regularly updated with pictures, information and good news stories.
- A Twitter account, in order to tweet about clinic opening times, events, news and general updates.
- Posting clinic information on forums and self-help legal sites.
- Start a blog. This is a fast way to keep the clinic website relevant.
- Design an App which could provide helpful legal information whilst directing those needing advice to your clinic.
- Publish student articles, research and legal information and resources.

## Written and Printed Materials

Printed publicity materials used to publicise a clinic may take various forms. Posters, brochures or leaflets or wallet cards may all be used to provide information about a clinic and the services on offer.

A distribution strategy may also be considered, such as compiling a list of organisations who can be sent these printed, informative resources for their benefit.

Send out a press release detailing the services being provided combined with an interesting news hook such as a new service introduced to the clinic and advertise the clinic in local directories such as local or free newspapers and public access buildings such as doctors' surgeries, public libraries and town halls.

## Launch Events

If the clinic is opening, arrange a launch event and invite the local press, local clinics and advice agencies, local organisations and companies, and members of the local legal profession (e.g. solicitors, barristers, district judges).

A well-known speaker can attract attendees and such events may also provide a good platform for fundraising. By inviting a broad spread of people and organisations from the local community, the clinic will be able to establish a profile within their local area and build up its networks.

A launch event will also provide an opportunity for colleagues to get to know one another and to acknowledge the contribution of the people involved in the clinic to date.

Another means of publicising the event could be through distributing posters or printed invitations to local charities, and advertising the event on the clinic's website.

It may also be useful for an established clinic to get involved with other events, meetings and conferences (e.g. National Pro Bono Week, local council meetings).

## Awards

A variety of organisations offer chances to win awards for pro bono work. Whether a clinic wins or is shortlisted for an award, participation will gain the clinic publicity and will provide you with an opportunity to celebrate and promote the work of the clinic.

LawWorks runs annual awards and Student Awards. Other awards include the Halsbury Legal Awards, the Law Society Excellence Awards, the Legal Aid Lawyers Awards and the PiINet European Award for Partnership in the Public Interest.

## Word of Mouth

Some clinics simply rely on word of mouth and the quality of work as their primary method of service promotion. That is a fantastic and free way to publicise the clinic and its good endeavours; the clinic could encourage clients to tell friends and family about the service if they found the facility useful.

## Media or Marketing Volunteers

Volunteers from disciplines other than law such as marketing or media may also play a valuable role in contributing to the clinic success. For example, a University based clinic could recruit marketing students or colleagues from the marketing department to assist with service promotion.

The **LawWorks Clinics Team** provides consultancy and advice to help establish and support free legal advice sessions carried out by volunteer lawyers and students.

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