



Package one: Using content for cross-selling

Constantly struggling to get your fee-earners cross selling? This consultancy package (delivered by professional services consultant Helen Hammond) will give you the knowledge to use online content to cross sell to your clients with confidence.

Getting cross-selling to work is an age-old battle for law firms. You may well be tackling lack of communication, trust and even information... and that's before we get on to the processes and administration. So, how can online content be used to support (and more importantly, encourage) cross-selling?

This package specifically looks at how you can use online content to promote cross selling within your firm within the context of your Law Donut license.

What's covered in this package?

'Using content for cross-selling' takes you through the following areas:

- How do you tackle cross-selling at the moment? What could you do differently/better?
- What are your internal processes for cross-selling promotion?
- Looking at your current website and marketing communications
- Looking at key clients and how you manage them
- What business development targets do you have?
- What content do you have and where are the key links to your cross-selling plans?
- Setting goals and targets for using content for cross-selling

How long does it take and what do I end up with?

1 day on-site workshop and strategic planning session for you and your team.

Following this you will receive a written, practical action plan, tailored specifically to your firm's needs and outcomes from your planning day.

Follow up reviews at three and six months (each ½ day on-site)

What does it cost?

£2,500 + VAT

How to book your package

To book your package call Anthony Mullinder on **0117 904 2224**
or email anthony.mullinder@bhpinfosolutions.co.uk



Package two: The Law Donut and social media

Everyone is talking about social media but are you actually doing it? Don't know where to start? Think it's the Emperor's new clothes? This package (delivered by professional services consultant Helen Hammond) provides a plain English, commercial plan of how to use social media in your business development.

It's the buzz-phrase of the moment and its here to stay - this package helps you understand where to start in the world of social media and explains how you make it relevant to professional services.

This introductory training explains the basics of social media, within the context of your Law Donut license. This training series is tailored to your firm - whether we're training partners, fee-earners or the marketing team, you can rest assured it'll be in plain English and totally relevant. By the end of the process you will understand how social media and the Law Donut can work for you, and you'll have a practical action plan for getting started.

What's covered in this package?

- Session 1: The background to social media - the basic platforms, why bother and what's in it for me. In short, what is it and how does it work?
- Session 2: Getting started - creating an action plan and turning social media into practical marketing that works for you.

How long does it take and what do I end up with?

2 x 1/2 day training sessions on-site.

Following this you will receive a written, practical action plan, tailored specifically to your firm's needs and outcomes from your training days.

Follow up reviews at three and six months (each 1/2 day on-site)

What does it cost?

£2,500 + VAT

How to book your package

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Package three: Making content work for you

When you're faced with all the options, it can be hard to know where to start with content marketing. What you need is a practical plan. This package (delivered by professional services consultant Helen Hammond) will help you build the right online content plan for your firm.

The secret to success is making content work for you. You need to integrate the content within your website, use it in newsletters and bulletins, as well as in your social media. You'll want your Law Donut to support your firms marketing efforts wherever possible and help deliver your marketing strategy.

This package is designed to ensure your online content makes a difference to your instruction levels - both from existing clients and generating new clients.

What's covered in this package?

'Making content work for you' takes you through the following items:

- **Website and marketing communications health-check** - looking at what you do now (and have planned) to identify ways to get the most from the Law Donut content
- **Business development projects** - discussing key projects that you might have, for business development, to identify ways that Law Donut content could be used to support them
- **Existing clients and client care** - discussing key account management and added value services for existing clients
- **Production of a proposal document** - this provides a constructive action plan for 'getting going'

How long does it take and what do I end up with?

1 day on-site workshop and strategic planning session for you and your team.

Following this you receive a practical action plan including a summary of discussions, analysis and recommendations for action over the coming year.

Follow up reviews at three and six months (each ½ day on-site)

What does it cost?

£2,500 + VAT

How to book your package

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Package four: Planning your website

Thinking about a new website? Worried about where to start with writing a brief? How do you anticipate everything you might want the site to do... so it doesn't cost you a fortune in the future? This package (delivered by Professional services consultant Helen Hammond) is designed to ensure you get the right brief for your firm.

You may be considering the Law Donut as part of a project to redesign your website in its entirety. But where do you start? What do you need to think about? Where does blogging and social media fit in? What do people want to read? How much copy should you have?

Getting your website rebuild planning wrong can be a very costly mistake. This package is designed to limit the chance of you getting it wrong and to help you maximise this huge business development opportunity.

What's covered in this package?

This consultancy session is designed to take you through the website planning process to ensure you set the best brief for your new website (and one that makes the most from your Law Donut license). It will pick up on points raised in the other packages, including practical use of content, encouraging cross-selling and business development and social media. Most importantly we can support you in making decisions about what you want your website to achieve and how it'll work towards your firm-wide business development targets.

How long does it take and what do I end up with?

1/2 day consultancy session on site.

Following this you will receive a written plan and brief for your project.

Follow up reviews at three and six months (each ½ day off site).

What does it cost?

£2,000 + VAT

How to book your package

To book your package call Anthony Mullinder on **0117 904 2224**
or email anthony.mullinder@bhpinfosolutions.co.uk



Profile

All of the Law Donut consultancy and training packages are delivered by Helen Hammond. Helen is Managing Consultant at Elephant Creative Solutions www.elephantcreative.co.uk. With over 10 years experience of professional services marketing and business development (on the back of a number of years working in the heady world of IT start-ups), it's fair to say that she's seen pretty much everything... and has usually had to find a practical way to work with or around it!



Elephant Creative Solutions was established in 2004 because Helen wanted to focus on delivering an imaginative, professional and totally unique service. Having worked in-house at some large law firms, she had been left underwhelmed by the approach traditional marketing trainers and consultants took.

But things are different at Elephant Creative Solutions... Gone are the days of boring, theoretical marketing plans that sit on a shelf. For Helen, it's about common-sense, plain English and injecting bags of enthusiasm into each and every project. She combines training, mentoring and 'sleeves up getting things done' to provide an innovative and effective consultancy experience.

Helen first started working with the Law Donut on behalf of two of her clients: Wards Solicitors and Hughes Enterprise Law Practice. Her practical approach to 'making the content earn its keep' has led the Law & Tax Donuts to work with Helen to provide a broader service, specifically designed to make the most from their content.

You can find out more about Helen...

Helen's website - www.elephantcreative.co.uk

Helen's twitter feed - <http://twitter.com/helenhammond>

Helen's LinkedIn - <http://www.linkedin.com/in/helenhammond>

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