

LAW FIRM ASSOCIATE MARKETING ACTIVITY GUIDE						
ACTIVITY TYPES	YEARS 1-3 (50-70 hours per year)		YEARS 4-6 (80-120 hours per year)		YEARS 6+ (150+hours per year)	
	FREQUENCY	TO DO	FREQUENCY	TO DO	FREQUENCY	TO DO
 ARTICLE PUBLISHING (Magazines, Publications)	CONTINUOUS	Read legal and targeted industry publications to determine best writing style and format	ANNUALLY	Write articles or blog posts for client-industry organization websites and bar and/or legal associations websites	ANNUALLY	Publish an article in a legal or client-industry journal or magazine
 AUDIO/ VISUAL/ VIDEO (Podcasts, Infographics, YouTube)	ANNUALLY	Record presentations and publish in pieces on the website	ANNUALLY/ SEMI-ANNUALLY	Record presentations and publish in pieces on the website	QUARTERLY/ MONTHLY	Create short videos discussing content developed for the blog or presentation clips and publish on website
 BAR ASSOCIATIONS (Memberships, Committee Roles)	MONTHLY	Join 1 Bar Association, get involved in a committee	MONTHLY/ BI-WEEKLY	Work towards a leadership position	MONTHLY/ BI-WEEKLY	Continue bar association leadership roles.
 BLOGGING (Article Drafting, Publishing, Website Blog Creation)	BI-MONTHLY	Start to write articles for the firm's blog and ask for partners to collaborate and review your pieces	MONTHLY	Devote time to writing blog articles and publish on the website.	MONTHLY	Consistently dedicate time to writing articles for the blog and website.
 CONTACT MANAGEMENT SYSTEM (CRM) (Software to track and manage client contacts and activities)	MONTHLY	Collect business cards, create and categorize contact list (friends, family, peers, law school, referral sources, colleagues, etc.)	MONTHLY/ BI-WEEKLY	Feed contacts in a CRM and get in the habit of consistently reaching out to peers, co-workers, potential referral sources	MONTHLY / BI-WEEKLY	Use CRM to manage contacts (track contacts, schedule follow ups. Establish consistent communication with relevant contacts.
 ENTERTAINMENT (Meals, Events, Parties)	MONTHLY	Use contact list to meet with peers, friends and other contacts from organizations for lunch	MONTHLY/ BI-WEEKLY	Regularly schedule lunches with potential referral sources and prospective clients.	WEEKLY	Request budget for prospect and referral source entertainment like coffee, lunch and other events
 EVENT ATTENDANCE (Conferences, Summits, Client events, Retreats)		N/A		N/A	SEMI-ANNUALLY	Request bar association and industry event budget
 MEMBERSHIPS (Memberships and contributions in local or regional organizations)	MONTHLY	Devote time for casual networking activities (lunches with peers, sports, business and community events)	MONTHLY/ BI-WEEKLY	Join legal or client- industry related and community organizations	MONTHLY/ BI-WEEKLY	Work towards leadership position in legal or client-industry related and community organizations
 NEWSLETTER (Mailing Lists, Content Drafting, Designing & Distributings)	MONTHLY	Develop articles to use as content in client newsletters.	MONTHLY	Develop articles to use as content in client newsletters.	MONTHLY	Develop articles to use as content in client newsletters.
 SEO (Creating new content, Website optimization, SEO tools, Webpage linking)	MONTHLY	Read legal and targeted industry publications	ANNUALLY	Publish articles or blog posts on client-industry organization websites and on bar and/or legal associations website	ANNUALLY	Publish an article in a legal or client-industry journal or magazine
 SOCIAL MEDIA (LinkedIn, Twitter, Facebook posting and networking)	WEEKLY	Develop profile on LinkedIn and in other legal directories. Post relevant content. Connect with peers, co-workers and others.	WEEKLY	Keep profiles updated. Connect with new contacts. Continue to share and post consistently.	WEEKLY	Keep profiles updated. Connect with new contacts. Post relevant information to clients and referral sources
 SPEECHES/ WEBINARS (Seminars, Presentations, CLEs)	ANNUALLY	Offer to present to legal, industry or community association or client seminar	ANNUALLY	Present a speech to a legal, industry or community organization or client seminar	SEMI-ANNUALLY/ QUARTERLY	Publish an article in a legal or client-industry journal or magazine
 WEBSITE DEVELOPMENT (Web content & design, Lead conversion, SEO friendliness, Content offering)	ANNUALLY	Develop and update attorney bio	SEMI-ANNUALLY	Keep attorney bio updated	SEMI-ANNUALLY	Keep attorney bio updated