

PR4 LAWYERS

Higher Standards in Attorney Marketing

**INTEGRATED MARKETING SOLUTIONS
TO HELP YOU BUILD YOUR PRACTICE**

BRANDING › MARKETING › TELEVISION, RADIO, PRINT & WEB ADVERTISING › WEBSITE DEVELOPMENT & SEO
TV & VIDEO PRODUCTION › PUBLIC RELATIONS › SOCIAL MEDIA SET-UP & MANAGEMENT
& MORE MARKETING PROGRAMS AND STRATEGIES TO BUILD YOUR PRACTICE

WHY PR4LAWYERS?

OUR COMPANY:

Founded in 2002 by John C. Zaher, an attorney and experienced communications professional, PR4Lawyers is a division of The Public Relations and Marketing Group, a full-service public relations and marketing company based in New York. Since its inception, PR4Lawyers has specialized in working with New York metro, U.S. and international law firms and attorneys to help them build their practice through the use of effective and ethical marketing strategies and techniques.

INTEGRATED SERVICES:

Whether through a single service or a full range of comprehensive services, PR4Lawyers has developed the tools attorneys need to successfully market their law firms. Some firms choose to utilize us for one project such as a website redesign, a direct mail piece or the setup of social media pages, while other firms keep us on retainer to take advantage of a more integrated and ongoing marketing campaign that includes such services as public relations, advertising, blogging, monthly e-newsletters and social media management. PR4Lawyers will gauge which approaches are appropriate for your firm's goals and budget to help you maximize the effectiveness of your marketing efforts.

PR4Lawyers integrates traditional marketing techniques, such as public relations, advertising, and direct mail, with the modern marketing necessities of social media, Web development, and SEO. PR4Lawyers' multifaceted approach helps law firms reach potential clients across all media, including print, radio, TV, and the Web. PR4Lawyers remains at the forefront of the latest advances in marketing and advertising and provides high-quality services with proven results.



DEDICATED TO YOUR FIRM'S SUCCESS:

Unlike our competitors, PR4Lawyers provides a full evaluation of a law firm's current marketing strategies and develops a customized marketing plan that matches the firm's needs, budget, and target audiences. PR4Lawyers' veteran staff includes experienced professionals in law, public relations, marketing, Web development, graphic design and video production, enabling clients to rely on one firm for all their marketing needs.

By using PR4Lawyers' various services, attorneys and law firms can focus on helping their own clients, while still attracting new business and constantly building their reputation in the community. In the process, PR4Lawyers develops personal relationships with attorneys and law firms and is committed to each firm's success.

"I have been engaged in high profile cases which have been in the public for over thirty years. In those three decades, having worked with a lot of people, I must say that working with John Zaher, Hank Russell and PRMG over the past five years has been one of the best experiences I can recall. Not only do the folks at PRMG know the importance of marketing and working with the press and publications, but they have a keen sense of timing and a mature understanding of how to package and present information so that it is both informative and exciting. I only wish that I had begun working with them sooner. Top flight doesn't even begin to describe the quality of their work and advice. They are consummate professionals."

Frederick K. Brewington, Esq.
The Law Offices of Frederick K. Brewington

PR4 LAWYERS

INTEGRATE TO HELP

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BRANDING:

- Brand Research and Development
- Logos and Signage
- Collateral Marketing Materials

MARKETING:

- Law Firm Brochures
- Printed Newsletters
- Direct Mail Postcards
- Practice Area Guidebooks
- E-Newsletters
- Email Blasts
- Blogging

TELEVISION, RADIO, PRINT & WEB ADVERTISING:

- Ad Buys and Placement
- Television Advertising
- Radio Advertising
- Search Engine Advertising
- Print Advertising
- Web Advertising



ADVANCED MARKETING SOLUTIONS TO HELP YOU BUILD YOUR PRACTICE

Higher Standards in Attorney Marketing

WEBSITE DEVELOPMENT & SEO:

- Web Development on Multiple Platforms Using: HTML, PHP, Drupal, WordPress
- Content Management Systems
- Blog Design & Content Creation

*Written by Attorneys
Who Know Local Law*

TV & VIDEO PRODUCTION:

- Television Commercial Production & Media Buys
- Law Firm Overview Videos
- Practice Area and Legal Issue Videos
- Client Testimonial Videos

PUBLIC RELATIONS:

- Press Conferences
- Press Releases
- Media Availabilities to Discuss Legal Issues in the News
- Calendar Releases
- Professional Announcements
- Media Kits
- Grand Openings, Ribbon Cuttings & Special Events
- Practice Area and CLE Lectures



SOLUTIONS IN PRACTICE

Marketing

SOCIAL MEDIA SET-UP & MANAGEMENT:

- Custom Designs and Profile Development
- Content Development
- Page Maintenance
- Social Media Advertising
- Developing Online Presence and Reach
- Event Promotion
- Monitoring & Reputation Management



PR4 LAWYERS

830 THIRD AVENUE, 5TH FLOOR
NEW YORK, NEW YORK 10022
BY APPOINTMENT ONLY

156 NORTH OCEAN AVENUE
PATCHOGUE, NEW YORK 11772

85 WINDING WALL DRIVE
WOODLOCH SPRINGS
HAWLEY, PENNSYLVANIA 18428
BY APPOINTMENT ONLY

PHONE: 866-PR4LAWYERS
(8 6 6 - 7 7 4 - 5 2 9 9)
EMAIL: INFO@PR4LAWYERS.COM

WWW.PR4LAWYERS.COM



PR4Lawyers is a division of The Public Relations and Marketing Group, LLC.