

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 SETUP & MANAGEMENT
& MORE MARKETING PROGRAMS AND STRATEGIES TO BUILD YOUR PRACTICE**

WHY PR4LAWYERS?

OUR COMPANY:

Initially a division of The Public Relations and Marketing Group, LLC, founded in 2002 by John C. Zaher, an attorney and experienced communications professional, PR4Lawyers (PR4, LLC) is a full-service public relations, marketing and digital advertising agency that works exclusively with law firms. Based in New York, PR4Lawyers works 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 services such 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 many of 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. We pride ourselves on the relationships we have developed with our clients and the success they have experienced in working with us.

"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 PR4Lawyers over the past five years has been one of the best experiences I can recall. Not only do the folks at PR4Lawyers 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

Hi

BRANDING:

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

MARKETING:

- Strategic Marketing Plans
- Law Firm Brochures
- Printed Newsletters
- Direct Mail Postcards
- Practice Area Guidebooks
- E-Newsletters
- Email Blasts

TELEVISION, RADIO, PRINT & WEB ADVERTISING:

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

Google
Partner



WANTED MARKETING SOLUTIONS TO BUILD YOUR PRACTICE

Higher Standards in Attorney Marketing

WEBSITE DEVELOPMENT & SEO:

- Web Development on Multiple Platforms Using HTML, PHP, Drupal, and WordPress
- E-Commerce, Client Portals & Advanced Programming Needs
- Content Creation & Blogging

*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 PRACTICE

Marketing

SOCIAL MEDIA SETUP & MANAGEMENT:

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



The logo features the text "PR4" in a large, bold, white sans-serif font. The "4" is stylized with a vertical bar that extends downwards into a horizontal bar. Below this horizontal bar, the word "LAWYERS" is written in a bold, white, sans-serif font. The entire logo is set against a dark blue background.

PR4 LAWYERS

156 NORTH OCEAN AVENUE
PATCHOGUE, NEW YORK 11772

866-PR4LAWYERS
(866-774-5299)

INFO@PR4LAWYERS.COM

WWW.PR4LAWYERS.COM

