GUERILLA MARKETING

Promote your law library and engage your audience with the tools you have.

Joseph D. Lawson | Heather Holmes
Harris County Law Library

Southwestern Association of Law Libraries
2017 Conference: No Half Measures
Thursday, April 6, 2017 | 2:15 pm – 3 pm

Promoting open and equal access to justice for all.

HARRIS COUNTY
LAW LIBRARY

WHAT IS GUERILLA MARKETING?

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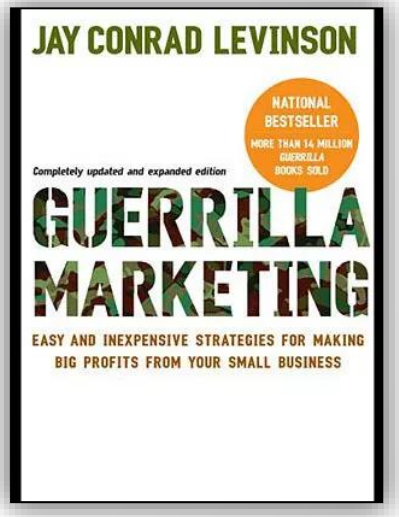
TRADITIONAL MARKETING

Conventional marketing through established communication channels for broad appeal to a large audience

GUERILLA MARKETING

Unconventional marketing intended to get maximum results from minimal resources

Jay Conrad Levinson
Guerrilla Marketing



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HOW DO THEY DIFFER?

Traditional Marketing	Guerilla Marketing
• Uses mass media and broad appeal to reach a large audience	• Focuses on small audiences and site-specific interactions
• Reaches consumers through ubiquitous placement of messages	• Confronts consumers directly through their daily routines with unexpected placement, timing, or messaging

HOW DO THEY DIFFER?

Traditional Marketing

- Engages consumers through wide-scale publicity, mass media, ubiquity, repetition, and general appeal
- Benefits from word-of-mouth marketing and social media buzz to extend its message

Guerilla Marketing

- Engages consumers through personal interaction, using a targeted approach to attract a specific audience
- Relies on word-of-mouth marketing and social media buzz to amplify its message

HOW DO THEY DIFFER?

Traditional Marketing

- Uses a scattershot approach to disseminate messages through traditional communication channels
- Relies on big budgets and professional marketing firms to create and deliver messages

Guerilla Marketing

- Establishes direct contact with the consumer to elicit an emotional response and create a memorable experience
- Replaces money with enthusiasm, creativity, flexibility, and imagination to deliver marketing messages

GUERILLA STRATEGIES

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GUERILLA STRATEGIES

- Ambush Marketing
- Tom Sawyer (Piggyback) Marketing
- Content Marketing

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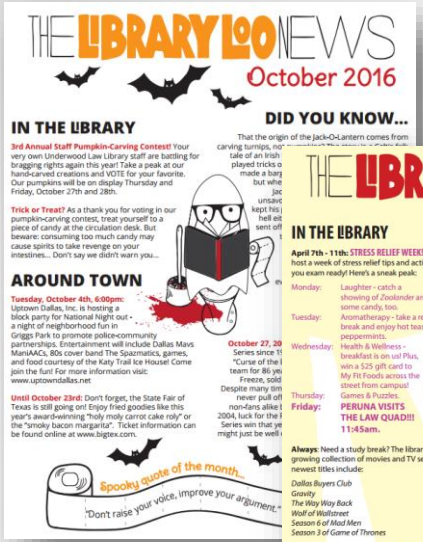

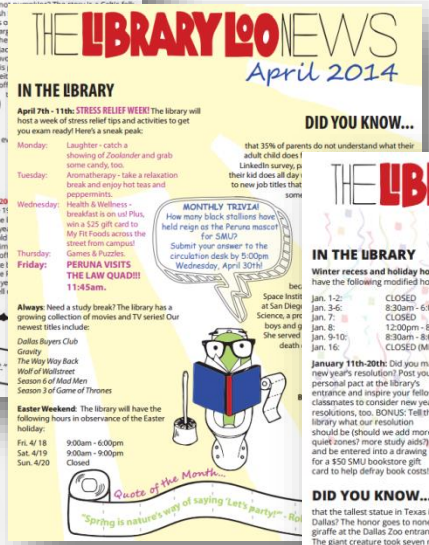

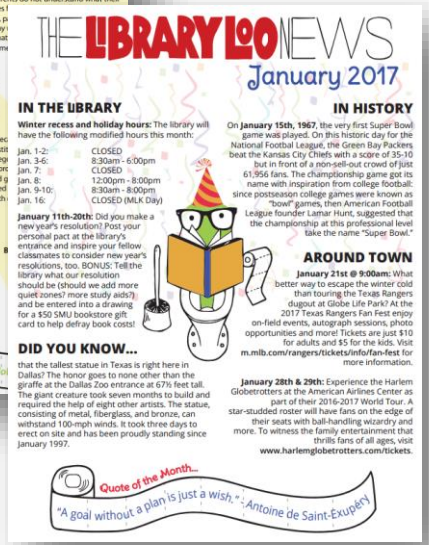

Underwood Law Library
Southern Methodist University

Montana Legal Services Association

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CITY OF HOUSTON
CODE ENFORCEMENT
Planning and Development Services Division
Public Works and Engineering Department

DO NOT REMOVE THIS NOTICE
STOP ALL UNPERMITTED WORK

Address: 3303 KIRBY

AS PER SECTION 113.1 OF THE CITY OF HOUSTON BUILDING CODE: IT SHALL BE UNLAWFUL FOR ANY PERSON, FIRM OR CORPORATION TO ERECT, CONSTRUCT, ALTER, EXTEND, REPAIR, MOVE, REMOVE, DEMOLISH OR OCCUPY ANY BUILDING, STRUCTURE OR EQUIPMENT REGULATED BY THIS CODE, OR CAUSE SAME TO BE DONE, IN CONFLICT WITH OR IN VIOLATION OF ANY OF THE PROVISIONS OF THIS CODE.

NOTICE OF UNPERMITTED WORK:
REMOVE CAR FROM BUILDING FRONT
BARRICADE SIDEWALK AT FRONT -
DO THIS IMMEDIATELY
DO NOT REMOVE THIS NOTICE

2nd NOTICE TO OBTAIN BUILDING PERMITS AND INSPECTIONS. FAILURE TO COMPLY MAY RESULT IN CITATIONS BEING ISSUED WITH A MINIMUM FINE OF $500.00 TO $2000.00 PER INCIDENT.

De acuerdo con la sección 113.1 del código de edificación de la Ciudad de Houston: Será ilegal para cualquier persona, firma o corporación erigir, construir, alterar, ampliar, reparar, mover, quitar, demoler, o ocupar cualquier estructura o equipo de un edificio regulado(a) por este código, o causar que lo mismo sea hecho, en conflicto con o en violación de cualquiera de las provisiones de este código.

Este es un aviso para obtener permisos de edificación (construcción) e inspecciones. El incumplimiento puede resultar en multas mínimas de $500 a $2000 por incidente.

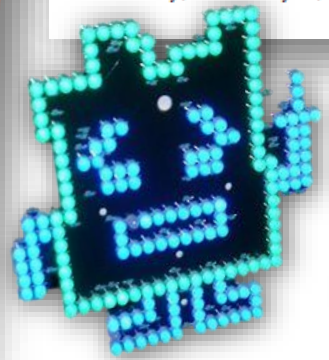
STRUCTURAL BUILDING INSPECTIONS: 832-394-8840

INSPECTOR ID 347 INITIAL AC DATE 12-27-12

The Washington Post

Marketing Gimmick Goes Bad in Boston

By Michael Powell
Washington Post Staff Writer
Thursday, February 1, 2007



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Harris County Law Library

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"Popping Up"

A Partnership for Community Outreach

Karen Westwood & Rich Harrington at Pop-up #1, Brian Coyle Center (January 30)

Background

The Cedar Riverside neighborhood is a small, densely-populated area just east of downtown Minneapolis. The neighborhood population is 7,200. Just under half were born in a country other than the United States, primarily Somalia (Minnesota's Somali population is the largest in the United States).

The neighborhood has a much higher proportion of adults aged 18-24 than the city as a whole, while also having a higher poverty rate and a lower rate of educational attainment.

A majority of the population relies on public transportation (or walking or biking). But, the neighborhood is bordered by Interstate highways on two sides, and the Mississippi River on the third, isolating it somewhat.

Hennepin County Library found a notably lower percentage of library card holders in the Cedar Riverside neighborhood than in the city and county as a whole.

In community meetings, Hennepin County Library found residents identified needs that are often fulfilled by public libraries. A specific need they cited was a desire to become more proficient in English so as to better understand legal documents.

Riverside Plaza apartment complex in the Cedar Riverside neighborhood (photo: August Schwerdfeger)

Public Library Goals

Hennepin County Library determined that temporary "pop-up" libraries in the Cedar Riverside neighborhood would be an excellent way to demonstrate library services to the community.

The pop-ups included stations for creating library cards, along with a sampling of books. Mobile technology kits showcased online databases and services.

Liaisons from the Cedar Riverside neighborhood were hired by the library attended community events beforehand to promote the libraries in general and the popup in particular.

Specific goals to be achieved during the first year include:

- Creation of at least 200 new library card accounts
- Increased use of public libraries by Cedar Riverside residents (informal and voluntary survey)
- Increased knowledge of library services by Cedar Riverside residents (surveys)
- Cedar Riverside residents participating in library programs and services will learn new life/job/cultural skills (post-program survey)

Pop-up #1, Brian Coyle Center (January 30)

Law Library Goals

- Increased awareness of law library services to members of the public
- Increased awareness of law library services and holdings to the public librarians
- Demonstrating that the law library is available to help members of the public who are not necessarily involved in litigation (e.g., need information on a landlord-tenant issue)
- "Field research" by law librarians to the legal information needs of underserved communities of Hennepin County, as represented by the residents of Cedar Riverside

Rich at Pop-up #5, Riverside Plaza courtyard (May 11)

Implementation

The public library took the lead in securing six Cedar Riverside locations for the pop-ups:

- Brian Coyle Center (community center gymnasium)
- Lincoln International High School (charter high school for English language learners and recent immigrants)
- Riverside Plaza lobby (apartment building)
- Islamic Civic Society of America (mosque)
- Mixed Blood Theatre (professional theater with a focus on promoting cultural pluralism)
- Riverside Plaza courtyard

Law librarians selected some popular law books held at the public library to display at the pop-ups to help show the areas of law we could assist in. The books could be checked out.

Law librarians ordered or printed a number of pamphlets and booklets to give out, including:

- Hennepin County Bar Association's *Legal Stuff* (most popular!)

- MN Attorney General's booklet on landlords and tenants

- ACLU's "Know Your Rights" brochures, in Somali and English

The law library also created bookmarks with general information about the law library, including contact information.

Results

Over the six pop-up events, the law library had contact with 85 individuals.

The Law Library distributed 57 publications or pieces of literature (not including bookmarks) during the events. The most popular:

- *Legal Stuff* by the Hennepin County Bar Association
- *Landlords and Tenants: Rights and Responsibilities* by the Minnesota Attorney General
- *Know Your Rights: What to do if you are stopped by the police* (English version) by the ACLU of Minnesota

Soon after the last event, two Cedar Riverside residents reported to the reference staff that they had visited the law library with ordinance questions because they had heard about us at the pop-up events.

Karen at the Islamic Civic Society of America mosque, April 2.

Lessons Learned

- People without a current legal need often have difficulty imagining why they might need a law library.
- In a pop-up environment being outgoing is key.
- Engaging with young children often served as an invitation for adults to visit the law library display. Having giveaways for children (such as stickers) might have encouraged more interaction.
- It is important to be mindful of differences in cultural norms. For example, in general Muslims do not touch members of the opposite sex to whom they are not related (including shaking hands).
- Librarians from the public library also often had questions about the law library, such as what types of questions we handle and what services we offer. Law librarians learned more about the public library, in particular the breadth of online offerings. This mutual exchange will help librarians from both institutions to make appropriate referrals.
- Pamphlets and brochures in English were much more popular than those that had been translated into Somali.

Future Steps

- Join with public library in future pop-ups; currently in the planning stage for 2016-2017
- Consider using pop-up model in other law library outreach; under consideration is the law library "popping up" in public library locations on occasion.
- Continue to investigate and purchase Somali-language legal titles as they are available.

Hennepin County Law Library
Minneapolis, MN
612-348-2900
lawlibrary@hennepin.us
www.hclawlib.org

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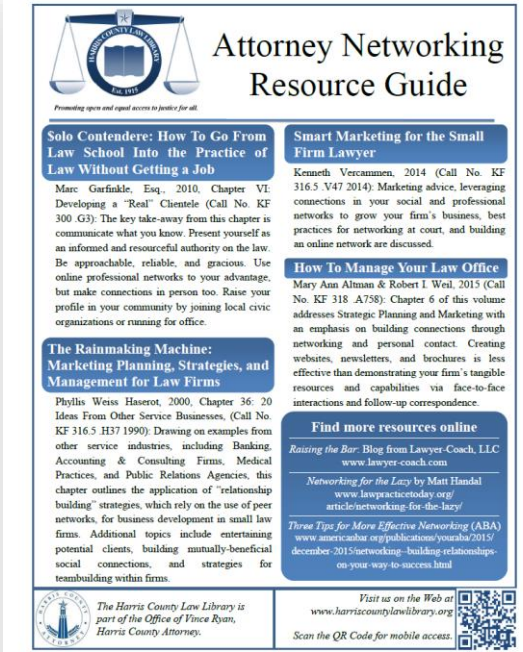
Ambush

The Doc Drop



Attorney Networking Resource Guide

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Solo Contendere: How To Go From Law School Into the Practice of Law Without Getting a Job

Marc Garfinkle, Esq., 2010, Chapter VI: Developing a "Real" Clientele (Call No. KF 300 .G3): The key take-away from this chapter is communicate what you know. Present yourself as an informed and resourceful authority on the law. Be approachable, reliable, and gracious. Use online professional networks to your advantage, but make connections in person too. Raise your profile in your community by joining local civic organizations or running for office.

The Rainmaking Machine: Marketing Planning, Strategies, and Management for Law Firms

Phyllis Weiss Haserot, 2000, Chapter 36: 20 Ideas From Other Service Businesses, (Call No. KF 316.5 .H37 1990): Drawing on examples from other service industries, including Banking, Accounting & Consulting Firms, Medical Practices, and Public Relations Agencies, this chapter outlines the application of "relationship building" strategies, which rely on the use of peer networks, for business development in small law firms. Additional topics include entertaining potential clients, building mutually-beneficial social connections, and strategies for teambuilding within firms.

Smart Marketing for the Small Firm Lawyer

Kenneth Vercammen, 2014 (Call No. KF 316.5 .V47 2014): Marketing advice, leveraging connections in your social and professional networks to grow your firm's business, best practices for networking at court, and building an online network are discussed.

How To Manage Your Law Office

Mary Ann Altman & Robert I. Weil, 2015 (Call No. KF 318 .A758): Chapter 6 of this volume addresses Strategic Planning and Marketing with an emphasis on building connections through networking and personal contact. Creating websites, newsletters, and brochures is less effective than demonstrating your firm's tangible resources and capabilities via face-to-face interactions and follow-up correspondence.

Find more resources online

Raising the Bar: Blog from Lawyer-Coach, LLC
www.lawyer-coach.com

Networking for the Lazy by Matt Handal
www.lawpracticetoday.org/article/networking-for-the-lazy/

Three Tips for More Effective Networking (ABA)
www.americanbar.org/publications/youraba/2015/december-2015/networking--building-relationships-on-your-way-to-success.html

The Harris County Law Library is part of the Office of Vince Ryan, Harris County Attorney.

Visit us on the Web at www.harriscountylawlibrary.org

Scan the QR Code for mobile access.

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GUERILLA STRATEGIES

Tom Sawyer Marketing

Get someone else to paint the fence

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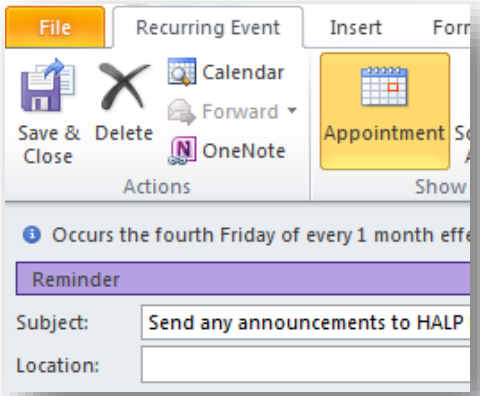

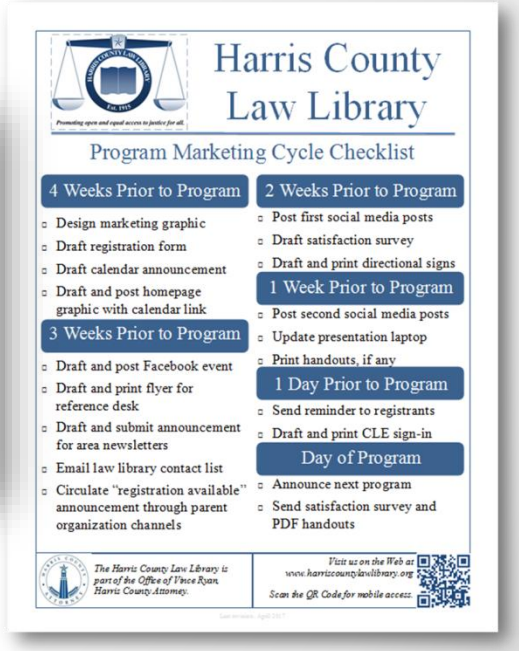

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GUERILLA STRATEGIES

Tom Sawyer Marketing

Get someone else to paint the fence

Don't forget to hijack your own programs!

- Collect email addresses on registration forms and surveys
- Advertise future programs
- Always advertise your website

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Content Marketing

Let your work speak for itself

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CONTENT MARKETING

Library Blog – *Ex Libris Juris*

- Include links to outside content
- Include links to your own content
- Use the language of your audience

EX SQ

TOP 10 BLOG POSTS
TEXAS BAR *Today*

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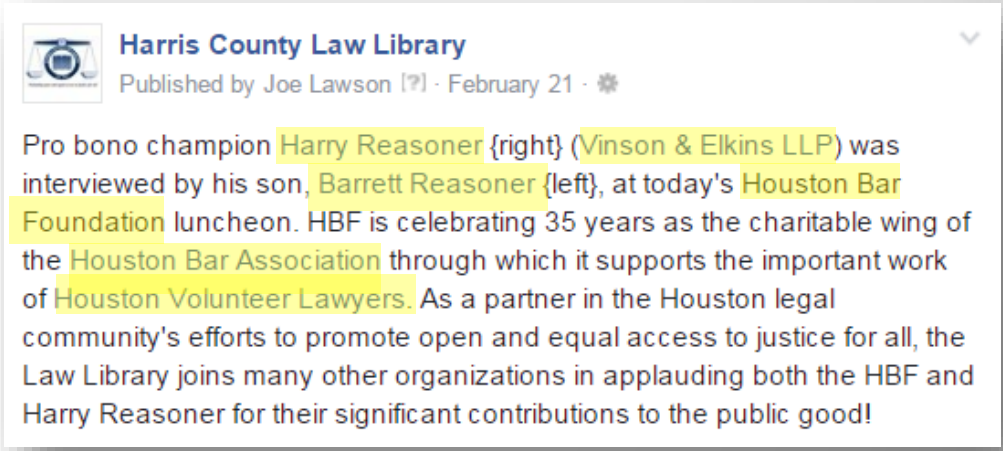
CONTENT MARKETING

Social Media – Facebook & Twitter

- Tag everyone!
- Repost & Retweet
- Holla back
- Follow Friday



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BRANDED MARKETING MATERIALS

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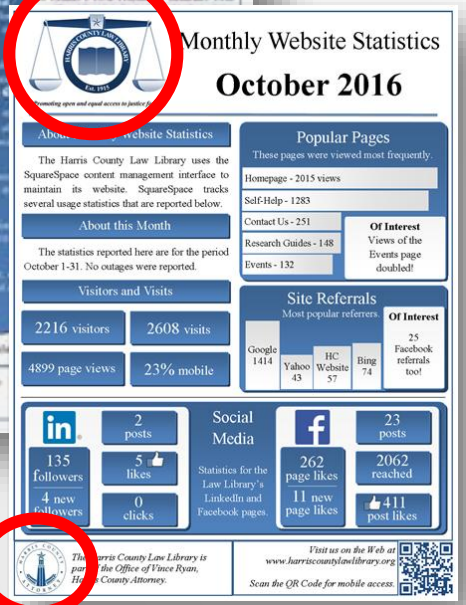

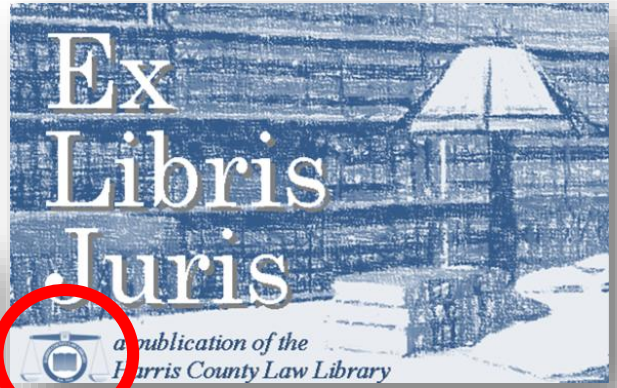

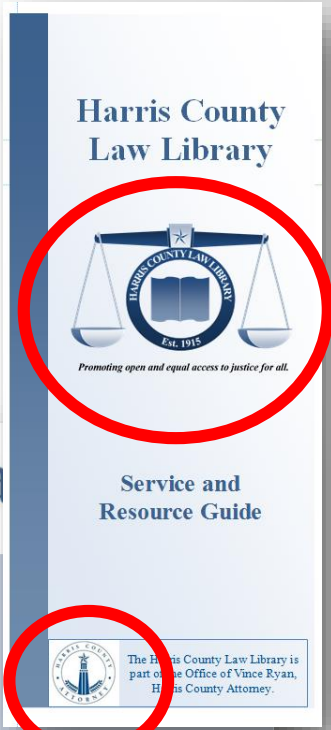

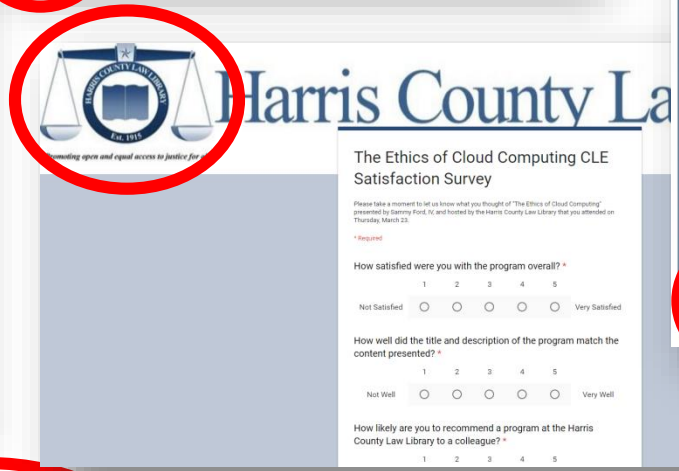

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BRANDED MARKETING MATERIALS

Why use branding?

KF

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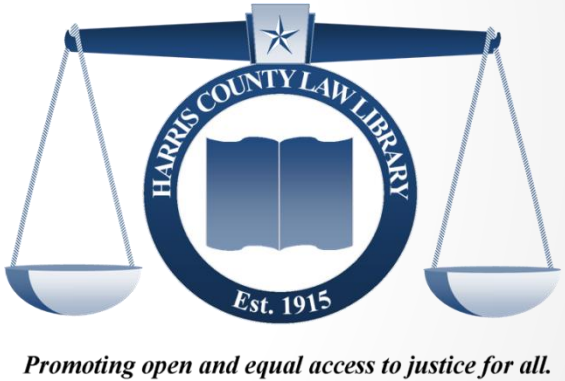
Elements of a Brand

Logo

Colors | Shapes | Fonts



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Tools of the Trade

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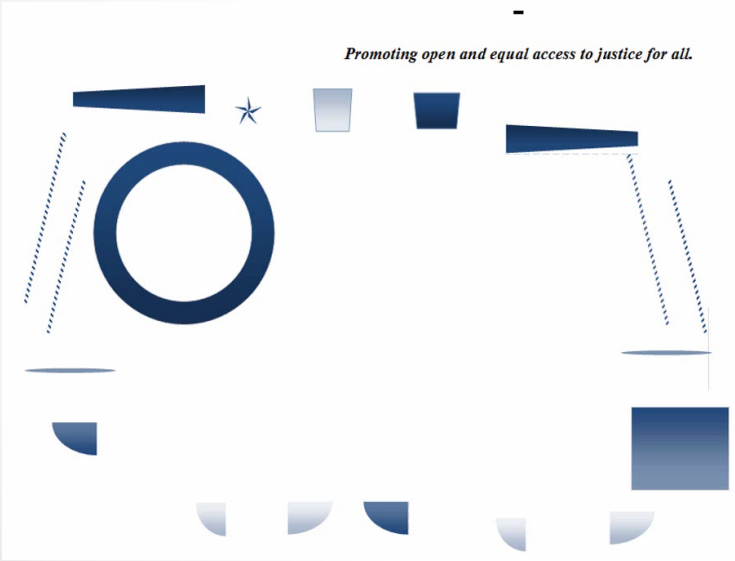

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AD/LIB
LIBRARY ADVERTISING, MARKETING & BRANDING

adlib.info

FLATICON

flaticon.com

pixabay.com

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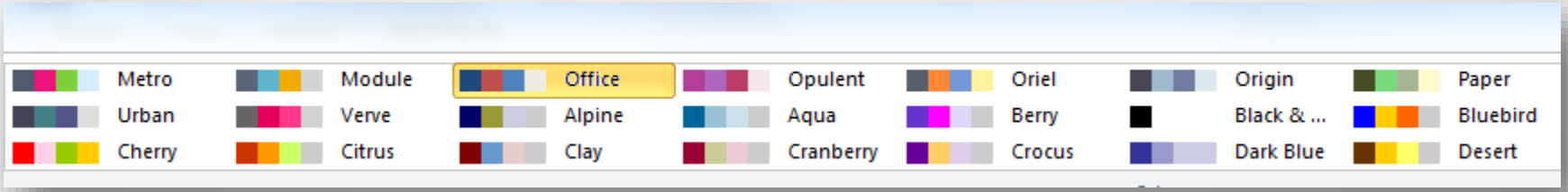
BRANDED MARKETING MATERIALS

Choosing colors: Steal like an artist



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Choosing colors: Steal like an artist

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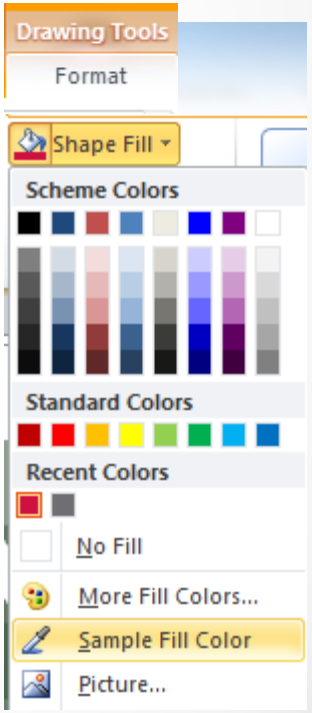
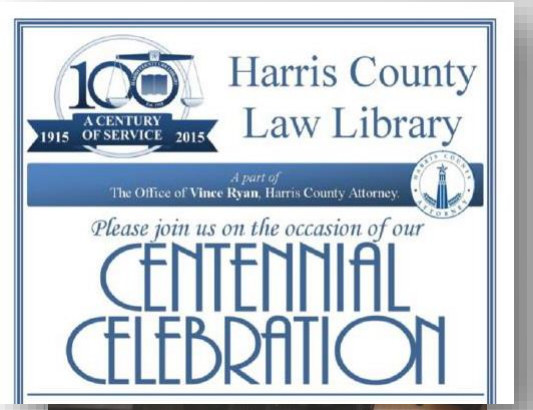


BRANDED MARKETING MATERIALS

Branding rules

1. Logo on everything.
2. Consistent fonts and colors.
3. Lines are straight.



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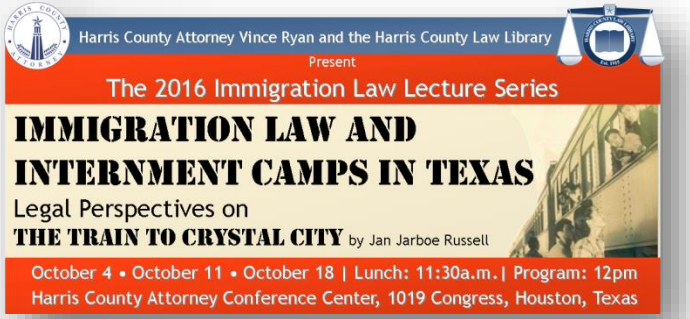
Don’t Panic

You still have event logos!



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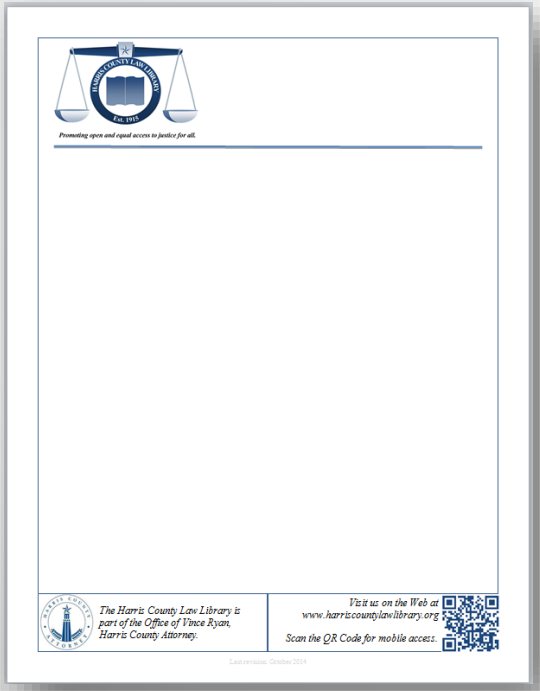
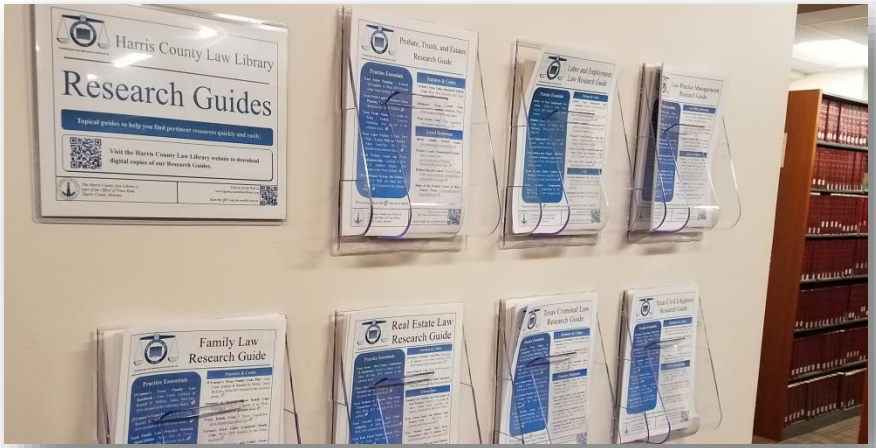


Make life easy with templates!



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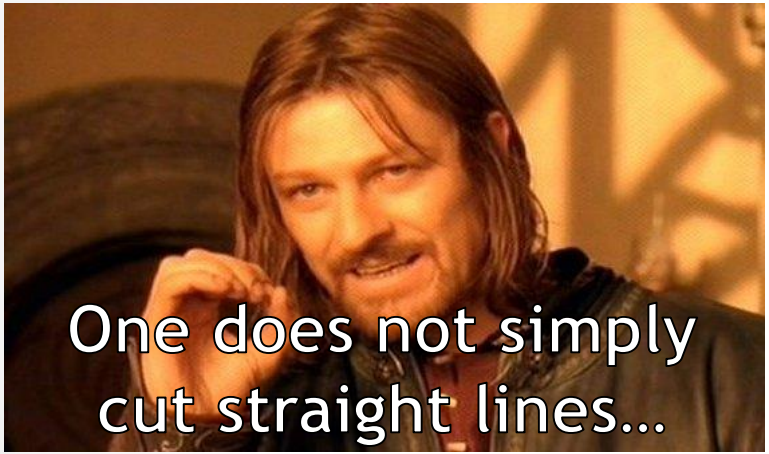

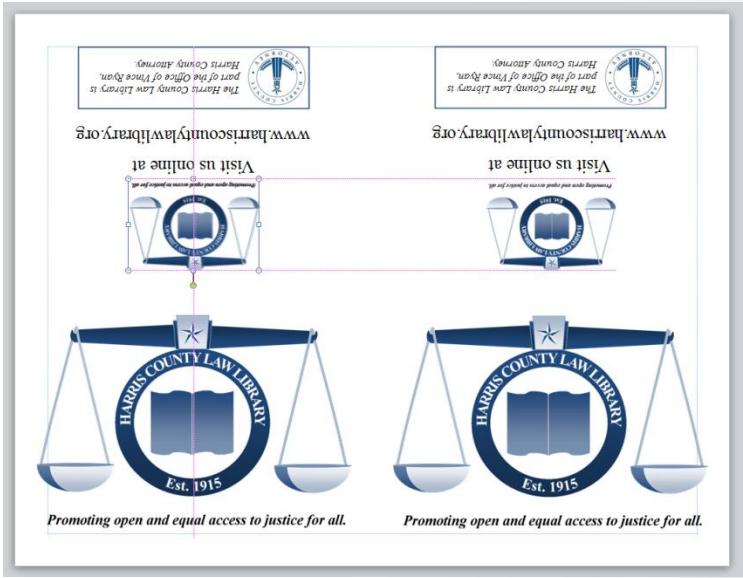

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Est. 1915
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BRANDED MARKETING MATERIALS

The Greeting Card

Cost of Tools ~$15

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BRANDED MARKETING MATERIALS

Easier Greeting Card

Cost of Tools ~$60

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QUESTIONS?

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THANKS!

Download handouts,
templates, and DIY videos at
www.harriscountylawlibrary.org/swall17

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