Law Firm Marketing Materials Checklist

Print this checklist and use it when your law firm opens a new office, adds legal services, or starts a marketing campaign. Make sure you finish each section before you approve materials for printing or public release.

Name of the Firm:	Campaign Material:
Target Launch Date:	Approved By:

	1. Campaign Strategy and Planning
	☐ Choose one main goal, like getting more consultations, announcing a new office, or promoting your legal services. ☐ Decide who you want to reach, based on their location, legal needs, or your current professional relationships. ☐ Pick the marketing materials you'll use, like postcards, brochures, letters, or self-mailers. ☐ Decide how you'll distribute your materials, such as direct mail, EDDM, office displays, or community events. ☐ Set a realistic budget for your campaign, covering printing, mailing, and other marketing costs.
	2. Content and Legal Compliance
	☐ Write a clear headline that tells people what legal service or information you're offering. ☐ Use simple, client-friendly language and explain any legal terms that might be unfamiliar. ☐ Double-check attorney names, credentials, practice areas, office addresses, and contact details. ☐ Review any statements about experience, specialization, past results, and possible legal outcomes. ☐ Make sure you include all disclosures required by attorney advertising and solicitation rules. ☐ Check that your mailing lists, referral arrangements, and target audience follow all required rules. ☐ Get the responsible attorney or compliance reviewer to approve the final message.
	3. Design and Branding
	☐ Use your firm's approved logo, colors, fonts, and other branding elements. ☐ Make sure your information is easy to read, with clear headings and enough spacing ☐ Pick professional, high-resolution images that fit the legal services you're promoting. ☐ Make sure your main call to action is easy to find and understand. ☐ Test all phone numbers, website links, QR codes, and other ways people can respond to make sure they work. ☐ Look at the layout at its actual print size to make sure everything is easy to read.
	4. Printing and Distribution
	☐ Choose the right print format, size, paper, and finish for your materials. ☐ Decide how many pieces you need, based on your audience and distribution plan. ☐ Check the mailing sizes, addresses, postage, and any postal preparation requirements. ☐ Review the final print proof to catch any spelling mistakes, alignment issues, image problems, or missing information. ☐ Check how long production and shipping will take and make sure you know when everything needs to arrive. ☐ Decide who will be in charge of receiving, storing, and handing out the printed materials.

	5. Campaign Tracking and Follow-Up
	☐ Set clear goals you can measure, like the number of inquiries, consultation bookings, or new clients. ☐ Choose how you'll track results, like using unique URLs, QR codes, or special phone numbers. ☐ Make sure intake staff always record direct mail as the source when clients respond. ☐ Check that your staff know how to handle inquiries and requests for consultations. ☐ Schedule a campaign review that allows for delays. ☐ Compare your results to your campaign costs, and write down any ideas for improving future mailings.
	Final approval: ☐ The final artwork, legal compliance review, production details, and distribution plan have been approved by authorized personnel.