

CORONAVIRUS (COVID-19)

Marketing checklist for law firms

MAIN NOTICE - WHAT ARE YOUR MESSAGES?	
If office is still open <ul style="list-style-type: none"> • Precautions for staff? • Precautions for visitors? • Are meetings still happening? • Facilities for deliveries? • Skype / video / telephone appointments? 	
If people are working from home <ul style="list-style-type: none"> • DDIs diverted • Mobile phones numbers? • Facilities for deliveries/post • Remote options for anti-money-laundering checks? 	

Notifying your clients

WEBSITE	
• Home page notice	
• Blog notice – keep updated and changing date regularly	
• Profile pages – update with DDI / Mobile / skype	
• Update fraud notice	
SOCIAL MEDIA	
<ul style="list-style-type: none"> • Posts explaining working arrangements • Highlight skype appointments (or equivalent) • Pin latest note to top 	
EMAIL FOOTER	
• Add a statement to firmwide email footer with link to website coronavirus notice and fraud notice	
EMAIL	
• To clients	
TELEPHONE	
<ul style="list-style-type: none"> • Update voicemail messages • Test 	

SIGNAGE	
<ul style="list-style-type: none"> • External door sign • Reception area 	
EVENTS	
<ul style="list-style-type: none"> • Cancellation or postponement notices • Plan online events 	

After the outbreak has passed

WEBSITE	
<ul style="list-style-type: none"> • Remove home page notice • Blog notice – to let clients know things are back to normal 	
SOCIAL MEDIA	
<ul style="list-style-type: none"> • Unpin latest note from top 	
EMAIL	
<ul style="list-style-type: none"> • To clients – to let them know things are back to normal 	
SIGNAGE	
<ul style="list-style-type: none"> • External door sign • Reception area 	
EVENTS	
<ul style="list-style-type: none"> • Cancellation or postponement notices • Plan online events 	