



richardson groves

Accountants, Business and Tax Consultants

“Wanted..... Magic Wand” ...in good working order

Let's face it.....for most of us recession is a difficult time often sending us towards a frenzy of cutting costs and laying off staff. Is this the ONLY way to survive?

For the legal sector, is an alternative effective marketing? Whilst marketing is far from a magic wand, understanding the value and long term effectiveness of marketing and implementing a well structured plan can give your business the edge you need to carry you through recession. Marketing can help you to discover opportunities during the downturn and ensure that you are in a strong position to benefit during times of change.

Marketing is often a casualty of a recession, often seeing marketers trying to make a smaller marketing budget spread much further than ever before. Too often it is seen as an unnecessary expense, with little tangible evidence to demonstrate otherwise, making it vulnerable to any cost cutting strategy.

The end of the recession may well see the 'survival of the fittest'. The way that you respond to the changes that the downturn presents may help you to retain your position in the market. Well constructed marketing strategies that are structured to develop with your business will ensure that your marketing really does deliver on your objectives.

As key advisors to many clients within the legal sector we offer a collaborative approach to meeting the needs of legal firms in the South West. This ranges from managing traditional accounting methods to the development and implementation of marketing strategies; we have professionals able to help you with specific experience in the legal sector, providing you with outsourced specialist expertise.

The changes in the legal sector are likely to have changed people's buying habits in fundamental ways, you must think through how this has changed your client's preferences and make sure that your marketing objectives are able to reach out to understand and fulfil your client's needs.

Richardson Groves... Serious about Law

For more information call **Christine Tuckerman**

tel: 01225 443014

email: marketing@richardsongroves.com

web: richardsongroves.com

