

Legal Marketing in Poland: Navigating Trends and Opportunities in 2024

In the rapidly evolving landscape of legal marketing in Poland, professionals are finding themselves at a crossroads of traditional and digital methodologies. A recent survey, in which leading legal marketers from Poland took part sheds light on the prevailing trends, uncovering the challenges and triumphs faced by the industry today.

A Diverse Background of Experience

The survey participants, predominantly aged between 30 to 50 years and mostly female, come from various firm sizes, ranging from small boutique practices to large firms with over 200 lawyers. This diversity provides a broad perspective on legal marketing across the board, with most respondents boasting over 5 years of experience, marking a group well-versed in the nuances of legal marketing.

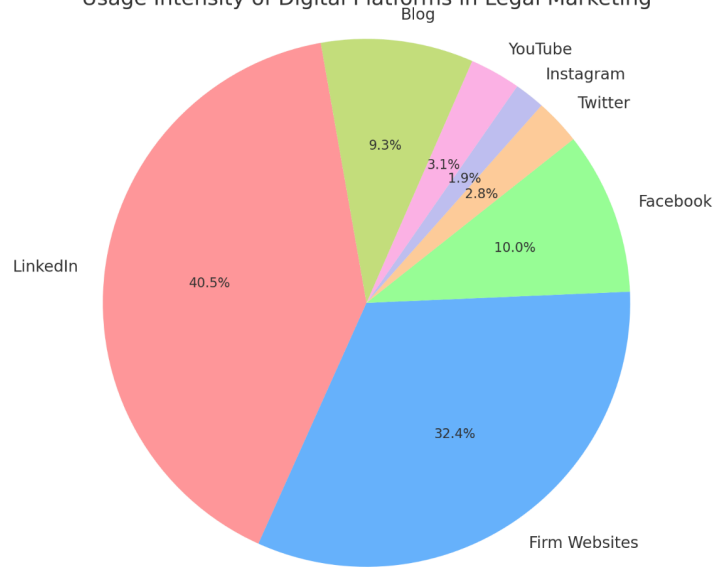
Marketing Practices: Digital at the Forefront

In the legal industry, digital marketing is increasingly paramount, with a marked shift in platform preferences. "The survey clearly shows the most commonly used platform by law firms in Poland is LinkedIn," notes Kamila Kurkowska, who is a mentor to female lawyers, a President and founder of the Women in Law Foundation, an Academic teacher and an expert on communication, leadership, innovation in the legal industry. "However, it should be remembered that these responses came primarily from larger firms with dedicated marketing teams serving business clients. Smaller law firms, targeting individual clients, often maintain a presence on Facebook, Instagram, or TikTok."

While LinkedIn remains the mainstay, firmly established as the primary digital channel for law firms in Poland due to its professional networking capabilities, Facebook has seen a decline. Notably, our survey indicates a 10% decrease in Facebook usage among firms, underscoring a strategic pivot towards platforms that offer a more professional context for client interactions.

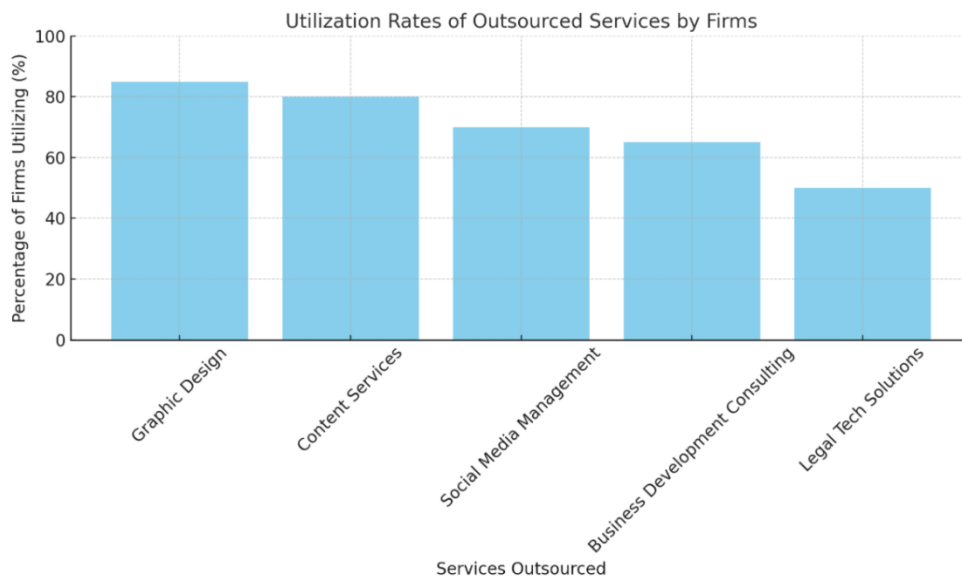
Despite the recognized importance of social media in client engagement and acquisition, a surprising insight emerges from the budget allocation for online initiatives. Only a fraction of the marketing budget, less than 25%, is dedicated to digital and social media efforts. This finding is particularly striking when juxtaposed with the emphasis law firms place on the significance of these platforms. It invites a comparison with US law firms, where over 50% of the marketing budget is often allocated to online and digital strategies. This disparity raises questions about the allocation of resources and the potential untapped opportunities in the Polish legal sector.

Usage Intensity of Digital Platforms in Legal Marketing



The Role of External Services

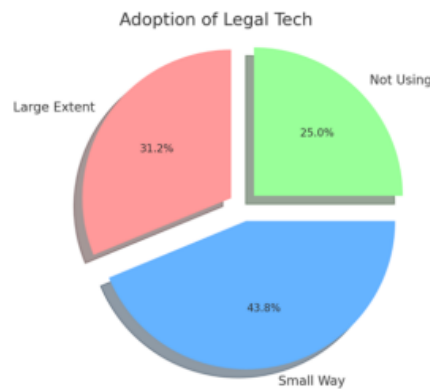
The reliance on external services such as graphic design and content creation is notable, highlighting firms' strategic resource allocation to enhance their marketing outputs. The outsourcing of social media management further reflects the recognition of its critical role in maintaining a strong online presence.



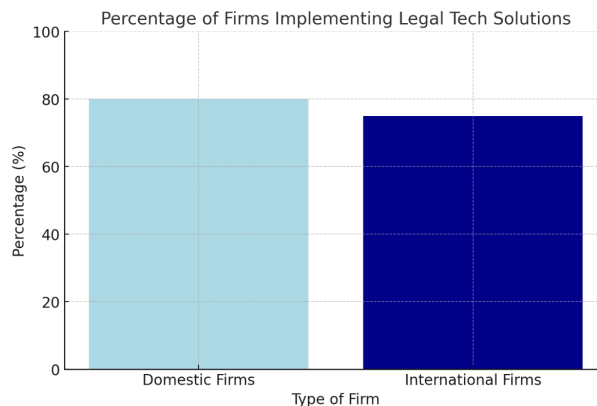
The Legal Tech Adoption

Legal tech adoption in Poland showcases a sector at a crossroads of traditional and innovative practices. Our survey results reveal a varied landscape:

- **35.7%** of firms are using legal tech extensively, harnessing these solutions as integral components of their operations.
- **50.0%** employ legal tech on a limited basis, incorporating specific tools to address particular needs.
- Yet, **28.6%** of firms have not adopted legal tech at all, illustrating a gap that presents both a challenge and an opportunity for growth. This diversity in adoption rates not only underscores the sector's evolution but also the strategic decisions firms make regarding technology to enhance efficiency, client service, and competitive positioning.



Our findings indicate a slightly higher adoption rate of legal tech solutions among domestic firms (80%) compared to international firms (75%), revealing a nuanced approach to technology integration within the legal sector.



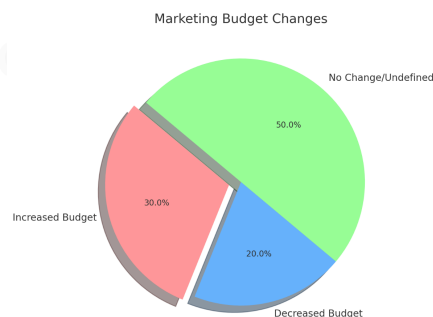
While some firms have fully integrated these technologies into their practices, showcasing a proactive stance toward innovation, others remain on the sidelines, illustrating a spectrum of adoption levels. This diversity in adoption rates not only highlights the sector's ongoing evolution but also points to the strategic decisions firms are making regarding technology adoption to enhance efficiency, client service, and competitive positioning.

Budgets in the Legal Marketing Sector: A Closer Look

The survey reveals a dynamic landscape in legal marketing budgets, marked by a varied approach across firms. While some firms report an increase in their marketing budget, others note a decrease or maintain operations without a defined budget. Specifically, the absence of a budget in certain firms suggests a reliance on ad-hoc marketing strategies or a potential underestimation of marketing's role in business development. On the other end, firms that have increased their budgets might be signalling a strategic pivot towards more aggressive market positioning or responding to the heightened competition in the legal sector. Interestingly, the larger firms, especially those with more than 200 lawyers, show a tendency towards having a defined and possibly increased budget, suggesting that scale might play a critical role in how marketing strategies are funded and executed.

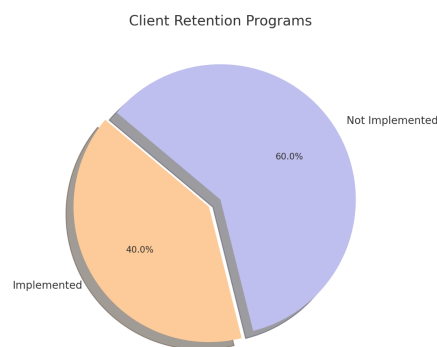
Kamila Kurkowska expresses concern about the allocation for online activities: "It surprises me very much that such a small percentage of the marketing budget is allocated to online activities. I see in the LinkedIn training courses I give to lawyers how much interest there is in this topic, and yet, many lawyers do not have a LinkedIn account at all. This discrepancy points to a broader issue within the sector, where online engagement does not yet match the enthusiasm for learning about these tools."

While the importance of digital platforms is universally acknowledged, the allocation of funds tells a different story. A mere 25% of the marketing budget is spent on social media initiatives, starkly contrasting with practices in the US, where law firms often dedicate over half of their budget to online marketing. This underinvestment is particularly perplexing given the high engagement and client acquisition potential these platforms offer, suggesting a critical area for reevaluation.



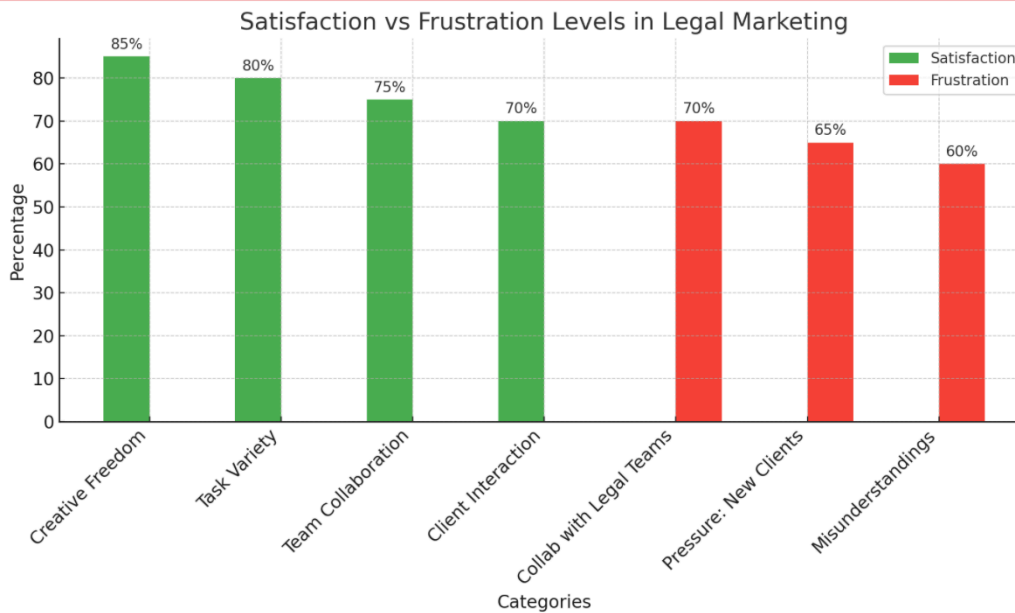
Client Retention Initiatives: Emerging Trends in the Legal Industry

In today's buyer's market, law firms must prioritize enhancing client service and adding value to client relationships to stay competitive. Despite the importance of client retention, the survey reveals that initiatives in this area are still in their infancy, with a notable percentage of firms yet to adopt a structured approach. Those investing in retention strategies recognize the imperative to build lasting relationships, enhancing client satisfaction and fostering organic growth.



Satisfaction and Frustrations: Two Sides of the Same Coin

The survey paints a picture of a profession that, despite its challenges—including collaboration hurdles and the constant pressure to acquire new clients—finds satisfaction in the diversity of tasks and the opportunity to blend legal acumen with creative marketing strategies. Satisfaction is highest with creative freedom and task variety, suggesting that legal marketers value the diversity of their work and the ability to be creative. Team collaboration and client interaction also score highly, reflecting the importance of interpersonal skills and teamwork in legal marketing roles. On the frustration side, the most prominent issues include the challenges of collaborating with legal teams, the pressure of acquiring new clients, and the perception by some colleagues that they have a better understanding of marketing. These frustrations underscore the complexities and nuanced challenges faced in legal marketing, highlighting areas where improvements could enhance job satisfaction and effectiveness.



The Road Ahead

The insights gathered from the survey highlight several key trends:

Digital Dominance: The focus on digital marketing and social media is unmistakable, with traditional events and public relations still playing a crucial role. Specifically, a significant portion of respondents indicate that their firms actively engage in social media and digital marketing, with platforms like LinkedIn receiving high usage ratings—5 on a scale of 1 to 5 for intensity of use by several firms. Traditional marketing channels such as conferences and events remain vital, with firms organizing professional events 5-10 times a year on average.

Legal Tech Underutilized: With varied degrees of legal tech adoption, there's a clear opportunity for growth in this sector. A notable segment of respondents reported only a minimal to moderate use of legal technology within their firms, suggesting a gap that could be filled by more comprehensive integration of legal tech solutions.

Internal Communication: Highlighted as a challenge, improving collaboration within firms could enhance marketing effectiveness. The frustration among marketing professionals regarding the lack of understanding and appreciation for the marketing role within legal teams points to a need for better internal communication and alignment.

In relation to **Business Development (BD) in Poland**, the survey reveals:

- **BD Engagement:** A notable portion of respondents' time is dedicated to BD activities, emphasizing the strategic importance placed on growth and client relationships.

The allocation of time towards BD activities versus marketing varies, with some professionals dedicating as much as 88% of their time to BD, highlighting the emphasis placed on developing client relationships and pursuing growth opportunities.

- **Challenges in BD:** Firms encounter obstacles in integrating BD with overarching marketing strategies, pointing towards a need for more cohesive planning and execution. This is further evidenced by responses indicating a lack of a yearly work plan or budget for marketing and BD in several firms, showcasing a potential area for improvement in strategic planning.
- **Opportunities in Digital and Social Media for BD:** The active engagement in digital and social media platforms presents an opportunity to leverage these channels more effectively for BD purposes. Firms that reported high engagement levels on platforms like LinkedIn also indicated a significant focus on BD activities, suggesting that digital platforms are a key avenue for supporting BD efforts.

These findings underscore the evolving landscape of legal marketing and BD in Poland, highlighting both the strides made in digital marketing and the untapped potential in legal tech adoption and strategic planning. As firms navigate these challenges and opportunities, the integration of cohesive strategies that align marketing and BD efforts with the adoption of technology will be crucial for future growth and client engagement.

Conclusion

As the legal marketing landscape in Poland continues to evolve, the opportunities for growth and improvement are evident. Embracing digital marketing, enhancing legal tech adoption, and improving internal communications could provide firms with a competitive edge in a dynamic market.

The radar chart accompanying this article visualizes these trends, illustrating the balance between digital and traditional strategies, the potential for legal tech, and the need for better internal communication processes.

