

Marketing to the Public

Social Media & Other Media Outlets

Facebook Ads



Facebook Page



Twitter Profile



TV Screen Displayed Throughout SDCBA Facilities



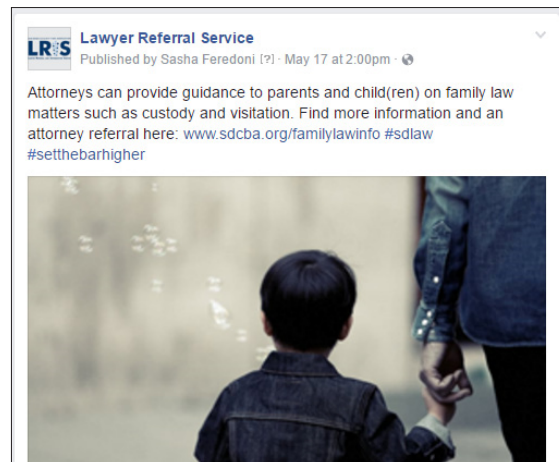
Instructional Video Posted to Twitter



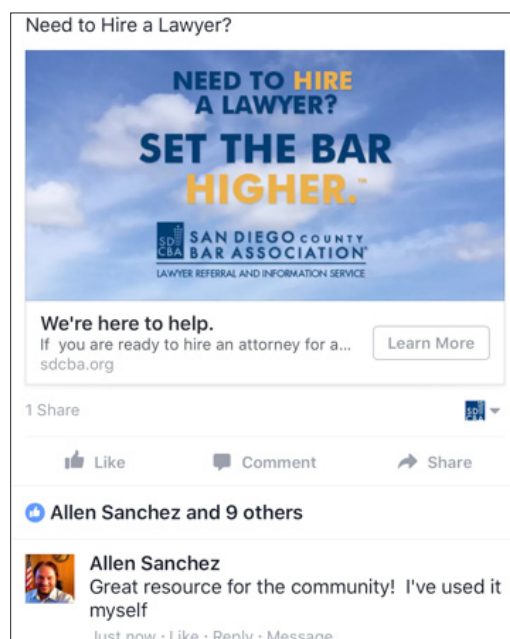
Marketing to the Public

Social Media & Other Media Outlets

Examples of Tweets and Facebook Posts



Feedback from Public on Facebook



Marketing to the Public

Radio Spots

Scripts for Local Radio Station KYYX

#1

HIRING A LAWYER CAN BE CONFUSING. IF YOU NEED HELP FIGURING OUT IF YOU HAVE A CASE OR WHAT KIND OF LAWYER YOU NEED, THE SAN DIEGO COUNTY BAR CAN HELP! SIX ONE NINE, TWO THREE ONE, EIGHT FIVE EIGHT FIVE.

#2

LOOKING TO HIRE A LAWYER? SET THE BAR HIGHER. NEED HELP FIGURING OUT IF YOU HAVE A CASE OR WHAT KIND OF LAWYER YOU NEED? CONTACT THE SAN DIEGO COUNTY BAR: SIX ONE NINE, TWO THREE ONE, EIGHT FIVE EIGHT FIVE.

Scripts for Local Public Radio KPBS

#1

KPBS is supported by...

The San Diego County Bar Association providing support for over Ten Thousand members and connecting citizens with attorneys and resources through their Lawyer Referral and Information Service. Set the Bar Higher. Search for legal information or for a lawyer at [S D C B A dot org](http://SDCBA.org).

#2


Traffic reports made possible by,

The San Diego County Bar Association supporting the county's lawyers and helping citizens find lawyers and resources. More at [S D C B A dot org](http://SDCBA.org).

Marketing to Attorneys

SDCBA Website and House Ads in SDCBA Publications


LRIS Page on SDCBA Website (www.sdcba.org/joinIris)

 **SAN DIEGO COUNTY BAR ASSOCIATION***

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ABOUT SDCBAFOR MEMBERSSECTIONS & COMMITTEESEDUCATIONCALENDARDO YOU NEED A LAWYER?ONLINE DIRECTORY



Are you ready to grow your practice?

[Join the Lawyer Referral & Information Service \(LRIS\) today and expand your client base.](#)

[LRIS has connected thousands of attorneys to over a million consumers!](#)

The SDCBA's LRIS is San Diego county's largest and most active lawyer referral service. LRIS has revised the criteria for its 43 panels ([Subject Matter Panels](#)) to fit the changing needs of today's legal market. Attorneys with 3-5 years' experience can now join LRIS and grow their referral network.

Interested in joining LRIS?

All 43 panels have different criteria. To see the full summary: [Subject Matter Panels](#).

Please download and complete the following. These 6 items will comprise your complete application:

How to Join LRIS FAQ

How long does it take for my LRIS membership application to be processed?
It takes about one month for applications to be processed. The LRIS Committee reviews all completed membership applications on the 4th Monday of each month. All applications must be received by the second week of each month.

How many referrals will I receive each month?
The number of referrals varies by each area of law. Some areas of law are busier than others and will receive more referrals. To get an idea of how many calls each area of law receives each month, it is best to contact the LRIS Director for specific information.

What are the insurance requirements?
The State Bar Minimum Standards indicates that each Lawyer Referral Service must require each panel member to possess a policy of errors and omissions insurance in an amount not less than \$100,000 for each occurrence and \$300,000 aggregate per year. Along with the completed LRIS membership application, you can submit a Certificate of Insurance or a cover sheet of your policy indicating the dates of coverage, the person insured, and the amounts of coverage. You are required to make the Lawyer Referral and Information Service of the San Diego County Bar Association a certificate holder on your policy. The coverage must be in existence during your participation on the panel and should it lapse, you are obligated to immediately notify the Service.

Rotating House Ads in Weekly
e-Newsletter *This Week at the Bar*

LOOKING TO GET HIRED
MORE OFTEN?



JOIN LRIS.
CLICK HERE.

DEBTOR REPRESENTATION
& ENFORCEMENT OF
JUDGEMENTS



ATTORNEYS
NEEDED FOR
NEW LRIS PANELS [click here](#)

READY TO GROW
YOUR PRACTICE?



JOIN LRIS.
CLICK HERE.

LOOKING TO GET HIRED
MORE OFTEN?



JOIN LRIS.
CLICK HERE.

Marketing to Attorneys

House Ads in SDCBA Publications

Full Page House Ads in SDCBA
magazine *San Diego Lawyer*

LOOKING TO GET
HIRED MORE OFTEN?



There are approximately 1,300,700 licensed lawyers in the
United States and over 250,000 in California.

How will potential clients find you?

Heighten the visibility of you and your practice.
Join the Lawyer Referral and Information Service to get referrals and potential clients.

Contact **Michelle Chavez** at 619.321.4150 or mchavez@sdcb.org.

Learn more at www.sdcb.org/joinlawyerreferral



SAN DIEGO COUNTY BAR ASSOCIATION

LOOKING TO GET
HIRED MORE OFTEN?



Due to recent events, we've had increased requests for **immigration attorneys** and attorneys who are **bilingual**.

We're also seeking attorneys for our two new panels,
Debtor Representation and Enforcement of Judgments.

HEIGHTEN THE VISIBILITY OF YOU AND YOUR PRACTICE.

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SAN DIEGO COUNTY BAR ASSOCIATION

TWO NEW PANELS!

LOOKING TO GET HIRED?
SET THE BAR HIGHER.

Now seeking attorneys for our two new panels
Debtor Representation and Enforcement of Judgments.

Highlight Your Practice and Meet Potential Clients.

Join the Lawyer Referral and Information Service.

New and less stringent requirements; newer attorneys encouraged to apply.

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Learn more at www.sdcb.org/joinlr.



SAN DIEGO COUNTY BAR ASSOCIATION

SET THE BAR HIGHER.



Marketing to Attorneys

Promotion in SDCBA Publications

President's Message in Weekly e-Newsletter *This Week at the Bar*



THIS WEEK AT THE BAR

Monday, March 20

President's Message



Loren G. Freestone

Attorneys Needed: Do you have experience with debtor representation or enforcement of judgements? If so, consider joining the SDCBA's Lawyer Referral & Information Service's (LRIS) two new attorney panels to get referrals and grow your client base. Review the panelist criteria and learn more about LRIS at www.sdcba.org/joinlr.

And if you love to read, take note! The SDCBA Book Club will meet to discuss *Big Little Lies* by Liane Moriarty next Thursday, March 30. The Book Club is open to all SDCBA members. RSVP [here](#).

Events This Week

March 22, 12 p.m. - 1:30 p.m.
[Appellate Practice Section Meeting](#)

March 23, 5:30 p.m. - 7 p.m.
[Bar History Committee Reception](#)
The University Club, Symphony Towers

5:30 p.m. - 7:30 p.m.
[Estate Planning, Trust and Probate Law Networking Mixer](#)
Rock Bottom Brewery, La Jolla

March 26, 6:45 a.m. - 9:30 a.m.
[Volunteer Opportunity: Burrito Boyz](#)
Long Island Mike's Pizza

More Upcoming Programs

March 28, 12 p.m. - 1 p.m.
[Private Securities Offering Compliance](#)

March 30, 8 a.m. - 11 a.m.
[Annual Shred & Electronic Recycling Event \(North County\)](#)
Tio Leo's Parking Lot

12 p.m. - 1 p.m.
[Save the Date: 15th Anniversary with Good Attorneys](#)

Promotion in *For the Record*, SDCBA e-Publication for Newer Attorneys



FOR THE RECORD

THE SDCBA PUBLICATION FOR EMERGING LAWYERS

April 2017



New Attorneys Encouraged to Join New LRIS Panels

If you are ready to gain experience and grow your practice, consider joining one of our Lawyer Referral and Information Service (LRIS) panels. Two new panels have just been introduced — debtor representation and enforcement of judgements, and there are 41 additional LRIS panels. The criteria for joining LRIS has recently changed, and is less restrictive for newer attorneys. Learn more and join [here](#).



READY TO GROW YOUR PRACTICE?

JOIN LRIS.

Expand Your Client Base

Join an SDCBA Lawyer Referral & Information Service (LRIS) Panel.

[MORE >](#)

Annual Benchmark Reception

March 16 12 p.m. - 1 p.m.
Top Ways to Improve Your Online Presence and Profitability

March 17 12 p.m. - 1 p.m.
Nuts and Bolts Series : PAGA — Overview of Procedural Issues and Recent Developments

May 1 12 p.m. - 1:30 p.m.
Save the Date: Annual Law Week Awards Luncheon & Celebration of

Marketing to Attorneys

Targeted Outreach via Postal Mail and Email

Targeted eBlasts

Family Law Attorneys Sign up for LRS Panels today!

FAMILY LAW ATTORNEYS!

LOOKING TO GET HIRED?
SET THE BAR HIGHER.

Due to high demand, we are seeking **family law** attorneys, particularly **bilingual** attorneys.

Highlight Your Practice and Meet Potential Clients.
Join the Lawyer Referral and Information Service.

**New and less stringent requirements;
newer attorneys encouraged to apply.**

Contact **Michelle Chavez** at 619.321.4150 or mchavez@sdcba.org
Learn more at www.sdcba.org/joinlris.

SAN DIEGO COUNTY
BAR ASSOCIATION
LAWYER REFERRAL AND INFORMATION SERVICE

Immigration Attorneys Sign up for LRS Panels today!

IMMIGRATION ATTORNEYS!

LOOKING TO GET HIRED?
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Due to recent events, we've had increased requests for **immigration attorneys** and attorneys who are **bilingual**.

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SAN DIEGO COUNTY
BAR ASSOCIATION
LAWYER REFERRAL AND INFORMATION SERVICE

Two New Panelist Attorneys Sign up for LRS Panels today!

TWO NEW PANELS!

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SAN DIEGO COUNTY
BAR ASSOCIATION
LAWYER REFERRAL AND INFORMATION SERVICE

South Bay Attorneys Sign up for LRS Panels today!

SOUTH BAY ATTORNEYS!

LOOKING TO GET HIRED?
SET THE BAR HIGHER.

We are seeking **South Bay attorneys** due to increased requests.

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SAN DIEGO COUNTY
BAR ASSOCIATION
LAWYER REFERRAL AND INFORMATION SERVICE

Spanish Speaking Attorneys Sign up for LRS Panels today!

SPANISH SPEAKING ATTORNEYS!

LOOKING TO GET HIRED?
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We are seeking **Spanish speaking attorneys** due to increased demand.

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SAN DIEGO COUNTY
BAR ASSOCIATION
LAWYER REFERRAL AND INFORMATION SERVICE

Targeted Mail Postcards

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SAN DIEGO COUNTY
BAR ASSOCIATION
LAWYER REFERRAL AND INFORMATION SERVICE

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Marketing to Attorneys

Social Media Outreach

