

THE Postali way

Over a decade of successfully marketing law firms across the country has given us tremendous insight into what works for lawyers and why. This led us to develop The Postali Way – a proven, seven-step process so lawyers get more from their marketing and achieve lasting success.



1 Listen

Understand a client's history and goals.
Read the [blog](#) about step one.

2 Research

Know the uniqueness of market and competitor strengths and weaknesses.
Read the [blog](#) about step two.

3 Strategize

Decide which solutions in our toolbox can be used to achieve goals.
Read the [blog](#) about step three.



4 Plan

Schedule work with details and with clear processes to direct the work. Read the [blog](#) about step four.

5 Execute

Design, develop, quality assurance, approvals, and deployment. Read the [blog](#) about step five.

6 Analyze

Review the results of the completed work and provide insights about the outcomes. Read the [blog](#) about step six.

7 Communicate

Internally communicate about positive and negative results, present to client. Read the [blog](#) about step seven.