

# 2018 Advertiser Survey

## BRADLEY JOHNSON ATTORNEYS

IN THE SEATTLE-TACOMA-BELLEVUE, WA MARKET

### PRIMARY CUSTOMER

1. How would you describe your primary customer?

- Consumers going through a divorce, adoption or foreclosure
- Corporations
- Government
- Legal aid societies
- Immigrants
- Everyone
- Other:

1a. Do your customers typically...?

- Prefer high quality more than low price
- Prefer low price more than high quality
- Value price and quality about the same

1b. When people think of attorneys/legal services, is your company the first one to come to mind?

- Yes
- No
- Maybe the second or third

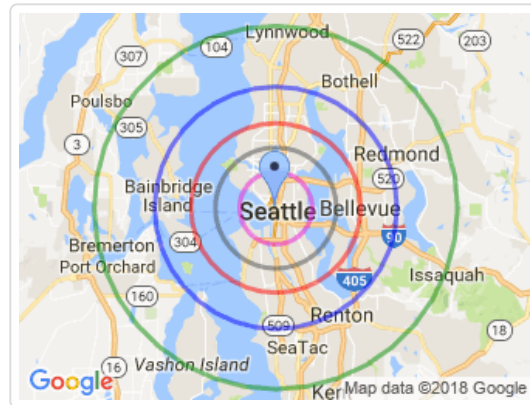
1c. If not, who does?

## CUSTOMER TRAFFIC

2. If you drew a circle around your business, would you say most of your customers come from within?

- 3 miles
- 5 miles
- 7 miles
- 10 miles
- 15 miles
- Other:

miles



Shown at right: Mile radius from 4th Ave,  
Seattle, WA 98101

2a. How would you describe the customer traffic for your location?

- High customer traffic
- Average customer traffic
- Low customer traffic

## BUSINESS INFO

According to SalesFuel, 2016, the top reasons why people shop/buy/go here are:

- Area of expertise
- Fees
- Credentials/Experience
- Referrals
- Location

3. What makes *Bradley Johnson Attorneys* special or unique compared to other attorneys/legal services in the eyes of your customer?

3a. How likely are your customers to consider you as a subject-matter expert in the field of attorneys/legal services?

- Very Likely
- Likely
- Somewhat Likely
- Not Likely
- Not at all Likely

3b. What is the biggest misconception some people have about your business?

3c. What year did you open for business?

3d. Are each of these items more of a challenge or more of an opportunity for your business?

	Challenge?	Opportunity?	N/A
Many attorneys are turning to alternative billing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There's a growing market for law firm apps, as firms seek to educate about their legal services and connect.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry professionals expect an increase in demand for estate and trust planning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There's opportunity for lawyers who specialize in niche categories, as industry professionals predict clients will increasingly seek firms with a specific specialty.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Challenge?	Opportunity?	N/A
>Events are increasingly popular among these businesses. An industry survey found that firm-hosted events (45%) as the second most effective activity for developing new business, just behind client meetings (54%).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increases in consumer disposable income are expected to boost demand for services like estate and trust planning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet the legal demands of consumers and small-businesses, a number of low-cost, "no-frill" legal services are being offered by start-up companies. These businesses, which are often based online, present a challenge to the traditional law firm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To save money, more large corporations are operating their own in-house legal departments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price competition is a challenge for this industry.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fewer people are graduating from law school, which could be a major challenge for firms in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## EVENTS+PROMOTIONS

4. What are your two strongest sales/promotions of the year and when are they?

4a. What major initiatives are you planning for the next 12 months?

- Expansion of existing location(s)
- Adding new location(s)
- Adding product line(s)
- Closing location(s)
- None
- Other

## PEAK SALES MONTHS

5. Please select your peak sales months:

Month	Peak Month
January	<input type="radio"/> Yes <input checked="" type="radio"/> No
February	<input type="radio"/> Yes <input checked="" type="radio"/> No
March	<input type="radio"/> Yes <input checked="" type="radio"/> No
April	<input type="radio"/> Yes <input checked="" type="radio"/> No
May	<input type="radio"/> Yes <input checked="" type="radio"/> No
June	<input type="radio"/> Yes <input checked="" type="radio"/> No
July	<input type="radio"/> Yes <input checked="" type="radio"/> No
August	<input type="radio"/> Yes <input checked="" type="radio"/> No
September	<input type="radio"/> Yes <input checked="" type="radio"/> No
October	<input type="radio"/> Yes <input checked="" type="radio"/> No
November	<input type="radio"/> Yes <input checked="" type="radio"/> No
December	<input type="radio"/> Yes <input checked="" type="radio"/> No



## SALES PER CUSTOMER

6. What is your average sale per customer visit/transaction?

\$		.00
----	--	-----

6a. What is the frequency of average customer sales?

- Daily
- Weekly
- 
- Monthly
- Quarterly
- Semi-Annually
- Annually

## AD SPENDING

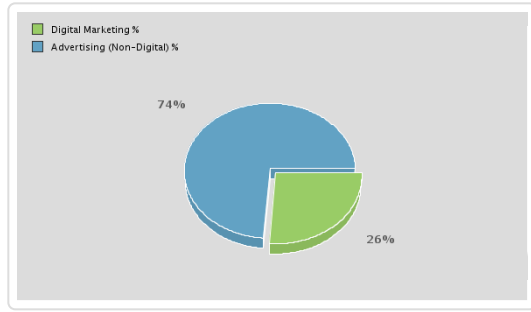
7. Average attorneys/legal services of your size in the Seattle-Tacoma-Bellevue, WA Market spend about \$44,700 per year on advertising and online marketing. Would you say your ad spending is higher or lower per year?

- Much Higher
- Higher
- About the same (\$44,700 in the market)
- Lower
- Much Lower

7a. The average allocation for digital is 26.0% of the typical marketing budget for attorneys/legal services in Seattle - Tacoma, according to the latest Media Ad View+ data from BIA/Kelsey (2016). Do your digital marketing activities command a higher or lower percentage of your overall marketing budget?

- Much Higher
- Higher
- About the same (26.0%)
- Lower

Much Lower





## EFFECTIVE MEDIA

## 8. How effective are the following media in advertising your business?

	Very Effective	Effective	Somewhat Effective	Not Effective	Not Used
Yellow Pages/Local Search	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadcast TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers: Daily/Sunday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 8a. How effective are the following digital marketing activities for your business?

	Very Effective	Effective	Somewhat Effective	Not Effective	Not Used
Blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pre-Roll Video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SEM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## PRODUCTS+SERVICES

9. Which of these products/services do you advertise most often? Select your top three.

- Business & commercial law
- Other civil law
- Civil negligence
- Real estate law
- Wills, estates, and trusts
- Family law
- Labor & employment law
- All other operating receipts
- Patent, copyright, & other intellectual prop doc filing & search

[Source: Latest Economic Census from the U.S. Census Bureau]

9a. Does your company buy at least \$5,000 in new, brand name consumer products from any one manufacturer?

Manufacturer/Brand Name	New/Used	Buy \$5,000 Worth/Year
<input type="text"/>	<input type="radio"/> New <input type="radio"/> Used <input type="radio"/> N/A	<input type="radio"/> Yes <input type="radio"/> No
<input type="text"/>	<input type="radio"/> New <input type="radio"/> Used <input type="radio"/> N/A	<input type="radio"/> Yes <input type="radio"/> No
<input type="text"/>	<input type="radio"/> New <input type="radio"/> Used <input type="radio"/> N/A	<input type="radio"/> Yes <input type="radio"/> No
<input type="text"/>	<input type="radio"/> New <input type="radio"/> Used <input type="radio"/> N/A	<input type="radio"/> Yes <input type="radio"/> No
<input type="text"/>	<input type="radio"/> New <input type="radio"/> Used <input type="radio"/> N/A	<input type="radio"/> Yes <input type="radio"/> No

FINAL QUESTION

- 10. If you could change one thing about your advertising right now, what would it be?
- 10a. If you could change one thing about your website right now, what would it be?

