

Personal Marketing in the Exercise of the Profession Lawyers in Cacoal City, Rondônia/ Brazil

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Abstract— The current Brazilian labor market has become very competitive, leading professionals to develop actions and behaviors that strengthen a positive and competent image on their part, thus transforming names into brands known and respected by society. This paper studies the influence of personal marketing in the practice of lawyers in the municipality of Cacoal, Rondônia. The data result from descriptive research that took both qualitative and quantitative approaches to its bibliographic research and deductive method. A questionnaire with multiple choice closed questions was distributed via e-mail with the aid of the Google Forms electronic tool. It was found that lawyers consider marketing as of fundamental importance for career leverage, showing that reputation and interpersonal relationships are considered primary adjuncts to the practice of law, although law professionals were observed to use personal marketing sparingly.

Keywords— Personal marketing. Lawyers. Professional success.

I. INTRODUCTION

In the current scenario of rapid changes in the business world caused by globalization and the fast advance of technology, professionals need to be increasingly updated and well prepared to meet the demands of the labor market.

Lanzarin and Rosa (2012) describe all areas of the labor market in today's society as highly competitive, not only in educational terms but also in the way that people present themselves, communicate, or demonstrate their knowledge.

In this regard, lawyers, among other professionals, follow a profession using from the applied social sciences, in which the administration of justice is essential, according to article No — 133 of the Constitution of the Federative Republic of Brazil of 1988. Marketing as an exercise in advocacy is little explored among law professionals,

although its use could foster the idea of professional prominence in a competitive and demanding market.

Thus, defining the research problem raises the following question: What is the influence of personal marketing on the practice of lawyers registered in the Brazilian Bar Association, Rondônia section, who are active in the city of Cacoal?

The general objective was to study the influence of Personal Marketing in the practice of lawyers working in the city of Cacoal. The specific objectives include verifying the importance attributed to personal marketing by the professional lawyer, to investigate if these professionals have specific knowledge in the area of marketing, identify the attributes related to personal marketing, essential for the legal professional and list the main types of relationships used with clients, by this category.

According to the Brazilian Bar Association (OAB) (2018), the country's legal staff currently consists of 1,090,227 professionals and, as mentioned, this number has been steadily increasing.

This makes the competition increasingly fierce and leads these professionals to be increasingly concerned to develop specific activities that will use personal marketing as a differential in pursuing professional eminence.

II. THEORETICAL FOUNDATION

2.1 MARKETING CONCEPT

The word marketing today has several meanings because it has varied applications. Some think at marketing means selling or advertising, nothing more.

But according to the New Dictionary Aurélio (2004), marketing is a set of strategies and actions that allow the development, launch, and support of a product or service in the consumer market.

Marketing can be understood as the art of finding how best to publicize, an image, a product, or a service. It refers to current interaction between a company and its internal and external consumers.

It has emerged to simplify the lives of people, businesses, and institutions by being an art of highlighting and satisfying needs, and analyzing and developing plans for persuading individuals or collective communities by targeted actions.

2.2 PERSONAL MARKETING

Throughout history, the concept of personal marketing has been variously defined in the work of many scholars in their approach to no simple task. Several distinct interpretations can still be found.

For Ritossa (2009), personal marketing means spreading the image of a certain product so as to give members of a society a chance to integrate it into their plans.

The concern for properly positioning goods before the public was one of the differentials that professionals began to look for, along with marketing concepts, among the concepts of communication, as strategies for achievement were being developed. The text below, summarizes some essential strategies in applying the idea of personal marketing.

- **Physical Appearance and Posture**

According to Silva (2008), the image of the individual is founded on first contacts; it will depend mainly on the way someone is dressed, as well as looks, behavior, posture, voice, elegance, verbal expression, attitudes, and self-confidence.

- **Communication**

For Ritossa (2011 p.100), communication can occur in several ways. In addition to the messages conveyed through words, our gestures, tone of voice, look, dress, posture, and patterns of behavior are in the same category of transmitted signals.

- **Self-knowledge**

Individuals must have a perception not only of the world around them but of themselves, plus everything they know how to do; this is all related to their core attributes. With these, people move towards self-knowledge and self-confidence. Then what distinguishes them from others stands out to be valued in the job market and their personal lives (SILVA, 2008).

- **Interpersonal relationships**

Building a network of relationships is a natural skill used by some to structure this network more efficiently. Building this network requires patience, but is not impossible. Determination, planning, and objectivity are needed by anyone who wants an active network (RITOSSA, 2011 p. 105).

- **Create value for your brand**

According to Lima (2016), the brand that emerges will be the differentiation of the professional in the market. If it is already defined, it is essential to make sure it has a big name and a positive impact.

- **Ethical Conduct**

According to Nicolai Hartmann (see NALINI, 2009, p. 20), ethics is a normative discipline, not for creating norms, but for discovering and elucidating them. This premise allows us to verify that conduct contributes to the various aspects and variants in the growth of individuals, becoming a differential for some individuals from their colleagues.

- **Educational Improvement**

Attending congresses, seminars, and symposiums brings professional development. The publication of articles in specialized magazines, newspapers and books is a way of conveying credibility, as well as reflecting which professionals can measure their rate of production in terms of (BORDIN FILHO, 2013).

- **Career Planning**

According to Sousa Pereira (2011), personal marketing involves essential features for achieving success, such as personal power, interpersonal relationships, leadership, reputation, trust, determination, honesty, security, ethics, physical appearance, personal image, persuasion,

motivation, empathic communication, personal branding, work experience and circles of influence.

To do well in such a competitive market, it is not enough to be right; a professional must be excellent. Planning well-crafted ways of personal marketing generates new job opportunities, since visibility is a crucial factor in career development.

The best way to attain professional goals is from a structured planning perspective, to develop a mission, preset levels, or a specific level, always setting new goals and objectives for one's future of career.

2.3 PERSONAL MARKETING AND ADVOCATORY ACTIVITY

According to Cappellari (2012), marketing in a lawyer's life is essential for him to meet his competitive and strategic goals, and also follow a path that brings success. In this sense, each member of the legal professional must devise and build a personal brand in their sphere of work, since this will be their primary way of maintaining a stance when challenged.

It can be said that the image of a professional lawyer. Being in the right place at the right time is also, essential since opportunities can arise from anywhere.

Thus, trivial encounters should not be underestimated, for a whole network can develop from a fascinating individual, and the use of one's network should not appear to be immediately "interesting" (PELICA, 2011).

However, lawyers should not make unrestrained use of marketing. The OAB Code of Ethics and Discipline, in Articles 28 to 30, puts several restrictions on the use of advertising to publicize the professional services of this group. According to Nalini (2009, p.370), these professionals are allowed to advertise their functions but should do so with discretion and moderation. The purpose of advocacy advertising is for information only, and disclosure in conjunction with another activity is prohibited.

This code already promulgates a model of discreet and moderate advertising, and professionals' announcements may include only their full name, OAB registration number, references to professional and academic titles or qualifications, addresses, hours of service and media contacts.

III. METHODOLOGY

The present research was exploratory and descriptive; it was concerned with knowing the possibilities of categories and then classifying them, describing them and comparing them with the data obtained, as defined by Nascimento et al. (2018).

The descriptive research of the present paper had a deductive purpose. The strategy employed may be described as mixed-method: a) qualitative, which, according to Piacentini et al. (2018), seeks to discover and classify variables based on their relationship; and b) quantitative, which according to Fonseca (2002), brings in mathematical language to describe the causes of a phenomenon and the relationships between variables. As a procedure for data collection, extensive bibliographic research was conducted with marketing-related subjects, focusing on the personal marketing used by lawyers.

A script containing ten closed and multiple-choice structured questions was distributed by e-mail. The subjects of the research were the lawyers registered at OAB/RO, acting in the city of Cacoal.

The study population totaled 500 (five hundred) regular lawyers, according to the information provided by the Order's subsection in the municipality of Cacoal. However, since this was an informal survey using a digital tool, 155 lawyers answered, representing a percentage of 31% (thirty-one percent) of the total.

The survey was conducted in the municipality of Cacoal - Rondônia, which has, according to estimates by the Brazilian Institute of Geography and Statistics - IBGE (2017), approximately 88,507 (eighty-eight thousand, five hundred and seven) inhabitants. Data were analyzed and explained through charts and graphs for illustrative purposes.

IV. RESULTS AND DATA ANALYSIS

The survey was conducted in July 2018 and showed that 67.7% of lawyers were then between 26 and 40 years old, 25.2% between 41 and 59 years old, and 6.5% aged up to 25 years. Regarding gender, 57.4% are women. 52.4% graduated from private educational institutions.

At the time, 45.2% were self-employed, 40% worked in private companies, 11.6% held public office, while 3.2% were self-employed and held public office.

The data obtained in the survey reveal that practically all respondents (94.2%) had some knowledge of marketing. When asked explicitly about personal marketing, 36.8% of them claimed to have little knowledge about the subject, whereas 25.2% claimed to have a thorough knowledge of the subject. However, most respondents realized its importance: 81.2% considered it of tremendous or fundamental importance.

According to the interviewees, the main and essential factors at present involved in choosing a lawyer were (in

order of choice) reputation (40%), length of professional experience (30.3%), safety (11.6%) and ethics (9%).

When asked about the crucial elements for a lawyer, the research identified the following: the network of relationships (67.1% of agreement), followed by expertise in the area (16.8%), self-knowledge (7.1%), speaking ability (3.9 %), writing skills (3.9%) and, last, physical appearance and posture (1.3%).

However, when asked about the necessary actions needed to practice the profession, all the items were listed by the respondents, as fundamental. In order of importance, interpersonal relationships came first (91%) with career planning representing the lowest percentage (68%) as set out in detail in the table 1.

* *Caption: (f) = Absolute Frequency; % = Relative Frequency.*

Table 1: Actions related to personal marketing

Source: Research data (2018).

Actions Using	Known actions	Action taken
	<i>t</i>	<i>Zt</i>
Phone calls	141	107
Business cards	136	99
Facebook, Instagram	128	85
Emails	121	73
Not used	116	43
Others	116	43
Listing in the phone directory	112	23
Internet Website	106	9

Among the ways of disclosing details of work or communication between professionals and clients, the following stand out: telephone contacts, attracting 69% of opinions.

Other types of exposure used by professionals were business cards, followed by social networks, entries on Facebook, Instagram, and LinkedIn, and e-mail.

Research participants were asked about their knowledge of marketing elements and which ones they used most often – more than one option could be chosen. Thus the frequency of responses is relative rather than absolute, as shown in the Table 2.

Table 2: Relationship between Knowledge and Personal Marketing Elements

Source: Research data (2018).

Description of elements	The score obtained by the degree of importance 1 (most important) - F *	%*
Interpersonal relationships	141	91%
Ethical conduct	136	88%
Educational enhancement	128	83%
Communication	121	78%
Physical appearance and posture	116	75%
Self-knowledge	116	75%
Creating value for your brand	112	72%
Career planning	106	68%

Comparing the data described in the Table, the relationship between knowing and using is high, especially as regards Facebook, Instagram, business cards and phone calls, which are described as being most often used by these professionals. The most significant discrepancy concerned website use.

II. CONCLUSIONS

Personal marketing is understood as a strategy that can be started at any time. All professionals can use this new tool to boost their careers and successfully pursue the profession in an increasingly competitive marketplace.

The information gathered from this study demonstrates the beneficial aspects of personal marketing in the practice of law. The professional and personal success of lawyers is more or less linked to the image of this group that is conveyed to society. Undoubtedly the important thing for the Brazilian legal market is to appear to be a good lawyer who is also good at all the resources of his profession, highlighting his name as a mark of quality and competence. However, to convey a positive concept, a lawyer must build an excellent professional, social and personal image, by such means as his posture, excellent communication, way of life, self-knowledge and perception of how society sees him. All the research objectives were achieved.

In addition to these factors, it may be pointed out access to online application instruments distinguishes younger lawyers from old ones. Older professionals resist

this tool, as evidenced by the number of younger lawyers who responded to the survey (74.2% were up to 40 years old, compared to 25.8% over 41 years old). Younger lawyers consider the number of lawyers who believe in their name to represent a brand, and believe in the importance of personal marketing for a professional career. However, some of the limitations and restrictions imposed by the OAB Code of Ethics prevent them from making use of this career leverage tool.

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