

Free your firm from overreliance on rainmakers

System-based marketing for law firms



PerformLaw

Do Law Firm Management Right!

Agenda

1. The problem
2. The solution
3. The plan



The problem

A marketing effort that is too narrow:

- Originations concentrated on a few rainmakers
- Limited associate origination contributions
- Stagnant growth
- Limited firm brand strength
- Client retention difficulties



The solution

A marketing system that benefits everyone:

- Create a strategy, so you know what you are trying to do
- Clarify your brand messaging, so clients understand the problems you solve
- Fix your website, so it generates revenue
- Help you select the best marketing automation software to make marketing easier
- Help you build a great team to pull it all together



The plan

A system-based marketing approach

1. Strategy
2. Web development
3. Marketing automation software
4. Team development



Strategy

- Making the case for system-based marketing
- Strategy mapping
 - Competitive factors - Blue Ocean process
 - Expectations
- Client mapping
 - Brand scripts - Storybrand process
 - Buyer personas



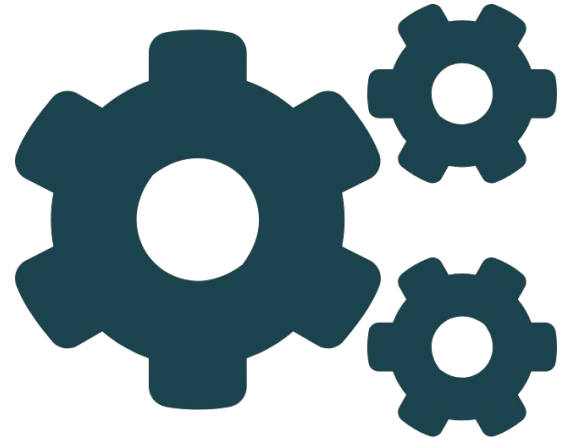
Web Development

- Website wireframe
- Web developer selection
- Web development project management



Marketing Automation Software

- Software selection and subscription
- Software onboarding and buildout
 - CRM
 - Marketing
 - Website connection
 - Analytics



Team Development

- Roles and responsibilities
 - Marketing management
 - Inbound administration
 - Support
- Attorney activity plans
- Policy
 - Participation
 - Collaboration



Project Management

- Project plan and responsibilities
- Weekly cadence calls/ meetings
- Project duration: 3 months

