



BTI Maximum Marketing  
for Law Firms  
*12 Power Marketing Practices for  
Pacesetter Performance*

2005

prepared by

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## **Introduction**

# **Introduction**

**How To BTIMM (Beat ‘em)**

Imagine getting \$2.64 in profits per attorney for every dollar other firms get. BTI’s brand new unprecedented research shows that best performing law firms get \$2.64 for every dollar in profits per attorney at other law firms. These best performing law firms leverage the power of the 12 marketing practices that drive superior performance.

BTI presents our exclusive, groundbreaking research that isolates the 12 power marketing practices that are proven to have the greatest ongoing impact on law firm growth, profits per attorney and long-term success. Based on an unprecedented analysis of over 160 distinct marketing practices and over 250 individual law firms, BTI developed *BTI Maximum Marketing*, the ultimate guide to law firm marketing practices that pack a punch.

*BTI Maximum Marketing* is a benchmark-driven model that provides you with all of the tools you need to:

- Turn every \$1.00 increase in *marketing budget per attorney* (within the optimal range) into **\$3.74** in profits per attorney
- Measure and *track client retention* for a **\$22,160** bump in profits per attorney
- Implement *changes tied to client feedback* to yield a **\$59,450** hike in profits per attorney
- Secure a **\$76,090** increase in profits per attorney with the designation of a *single individual accountable for client service* performance

***Multiply Your Firm’s Profits per Attorney by 2.64***

*BTI Maximum Marketing* shows you how you can take the reins and drive your law firm’s success. Based on 25 years of experience, interviews with over 1,000 corporate counsel and research with over 250 law firms, BTI developed *BTI Maximum Marketing* to help you guide your law firm to superior financial rewards and pacesetting performance.

***12 Power Marketing Practices that Pay***

The 12 power marketing practices that define *BTI Maximum Marketing* have the muscle to multiply your law firm’s profits per attorney by 2.64. Imagine generating an additional \$59,450 in profits per attorney by making specific changes tied to client feedback. *BTI Maximum Marketing* delineates the impact that this and each of the 12 power marketing practices can have on your law firm’s bottom line. *BTI Maximum Marketing* lays out the path to ongoing success.

*Key Maximum Marketing Must-Haves*

Discover proven best practices in the 12 power marketing practices that pay, including:

1. **Accountability**  
35.4% of your marketing ROI comes from singular accountability - that is, having a single individual responsible - and accountable - for delivering measurable results
2. **Specific change - Specific client feedback**  
Law firms who make changes specifically tied to client feedback enjoy 2.7 times the payback than those who do not
3. **The right budget**  
8.3% of law firms overspend on their marketing budgets, 82.6% of law firms under commit - see how much the superior performers spend
4. **A formal, written strategy**  
On its own a strategy won't cut it, but without one your marketing efforts will be DOA
5. **Client retention rate**  
Law firms who actively track and measure client retention boost profits per attorney by more than 12%

*Are You a Dabbler or a Pacesetter?**Benchmark Your Law Firm's Performance*

*BTI Maximum Marketing* pinpoints how law firms fare in the 12 power marketing practices that drive pacesetting performance. Our analysis delineates 7 types of law firms, each with their own performance and set of marketing activities. Use this exclusive tool to benchmark your firm's performance and demarcate the roadmap to superior performance. Discover which type of law firm you are and what it takes to drive your firm to the next level. :

Nomad  
Dabbler  
Task Master  
Pacesetting Performer  
... or one of 3 other categories?



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## **Introduction**

### *Key Operational Benchmarks Target Marketing Resources*

*BTI Maximum Marketing* also includes key primary benchmarks that help you to improve performance and boost effectiveness of your marketing programs. Target marketing activities for the best return on investment using these key benchmarks:

- Marketing spending
  - Per attorney
  - Per partner
- Staffing in the marketing department
- Client distribution and size
- Trends in client billings
- Marketing budgets as a percent of revenue

### *Full, Unlimited Telephone Support*

Each and every BTI report comes with unlimited telephone support. We encourage a dialogue with all our clients, and are dedicated to helping them get maximum benefit from this report. Please call Michael Rynowecer, President at (617) 439-0333 or send an email to [mrynowecer@bticonsulting.com](mailto:mrynowecer@bticonsulting.com). You will find us responsive, helpful and to the point.



Brand New! Just Released!

## BTI MAXIMUM MARKETING FOR LAW FIRMS

### The 12 Power Marketing Practices for Pacesetting Performance



## BEST-IN-CLASS LAW FIRMS ENJOY \$2.64 IN PROFITS PER ATTORNEY

### Tap the 12 Power Marketing Practices that Pay

Imagine getting \$2.64 in profits per attorney for every dollar other firms get. BTI's brand new, unprecedented research shows that best performing law firms get \$2.64 for every dollar in profits per attorney at other law firms. These best performing law firms leverage the power of the 12 marketing practices that drive superior performance.

## BTI MAXIMUM MARKETING – BTIMM (BEAT-'EM)

The typical law firm engages in at least 160 different interrelated and interdependent marketing processes. BTI analyzed each and every one. This innovative, comprehensive analysis isolates the 12 power marketing practices that give law firms more bang for the buck. \$2.64 for each buck at an average law firm. These 12 powerful practices form the backbone of *BTI Maximum Marketing – BTIMM*.

## SUPERIOR PERFORMANCE – FINANCIAL AND OTHERWISE

Delineate exactly where you stand. Use BTIMM to:

- ◆ Marshall resources
- ◆ Calculate your payback
- ◆ Plot your path to superior performance
- ◆ Measure productivity of :
  - Staff
  - Spending
  - Sales
  - Key client programs
  - Business development dollars
- ◆ Target the 12 power marketing practices that drive superior results



## PACESETTING PERFORMERS

Law firms who have mastered the 12 power marketing activities that deliver superior performance earn **\$2.64 in profits per attorney** for every \$1 at a typical firm

## KEY MAXIMUM MARKETING MUST-HAVES

### 1. Accountability

35.4% of your marketing ROI comes from **singular accountability** – that is, having a single individual responsible - and accountable - for client service performance

### 2. Specific Change – Specific Client Feedback

Law firms who make specific changes tied to client feedback enjoy **2.7 times the payback** than those who do not

### 3. The Right Budget

**8.3% of law firms overspend** on their marketing budgets, 82.6% of law firms under-commit – see how much the superior performers spend

### 4. A Formal, Written Strategy

On its own a strategy won't cut it, but without one your marketing efforts will be DOA

### 5. Client Retention Rate

Law firms who actively track and measure client retention **boost profits per attorney by more than 12%**



Brand New! Just Released!

# BTI MAXIMUM MARKETING FOR LAW FIRMS

## The 12 Power Marketing Practices for Pacesetter Performance

BTI's brand-new report *BTI Maximum Marketing for Law Firms* shows you where to invest your marketing dollars to drive superior performance. Based on more than 140 in-depth interviews with top CMOs and financial analysis of more than 200 law firms, *BTI Maximum Marketing* is chock full of key insights and tools.

- Every \$1.00 increase in *marketing budget per attorney* (within the optimal range) adds **\$3.74** in profits per attorney
- Measure and *track client retention* for a **\$22,160** bump in profits per attorney
- Implement *changes tied to client feedback* to yield a **\$59,450** hike in profits per attorney
- Secure a **\$76,090** increase in profits per attorney with the designation of a *single individual accountable for client service performance*

**Yes!** Rush me my copy of *BTI Maximum Marketing for Law Firms*. I want to put the 12 power marketing practices that drive superior financial rewards to immediate work for my firm!



**BTI Maximum Marketing for Law Firms** ..... \$1400

*Exclusive Offer for BTI Clients* — Receive your copy of *BTI's Maximum Marketing for Law Firms* at a preferred price  
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BTI Client Preferred Price ..... \$1160

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