

Benchmarking Law Firm Marketing and Business Development Strategies 2011

July 2011

Prepared by: The BTI Consulting Group
396 Washington Street, Suite 314
Wellesley, MA 02481
Tel: (617) 439-0333
Fax: (617) 439-9174
www.bticonsulting.com
info@bticonsulting.com

BTI's Benchmarking Law Firm Marketing and Business Development Strategies

BTI Key Insights...

- ◆ Marketing budgets starting to rebound—and on pace to grow
 - > Dollars going into research, training, seminars
- ◆ Business development drives CMOs in 2011
 - > Largest portion of marketing budgets
 - > Projected for continued growth
- ◆ Revenue growth harder than before
 - > 30% cite revenue growth as number 1 business challenge
 - > Feeling the pressure from clients to deliver value and cost management
 - > Resource constraints require leveraged activities to bring in business

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- ◆ Trends in Legal Marketing
- ◆ Key Spending and Productivity Benchmarks for Law Firms
 - > Metrics and Measures for AmLaw 100 Law Firms
 - > Metrics and Measures for AmLaw 101-200 Law Firms
 - > Metrics and Measures for Law Firms Outside the AmLaw 200
- ◆ Changes to Improve Performance in Legal Marketing
- ◆ BTI's Strategic Implications for Legal Marketers
- ◆ BTI's Methodology and Approach

The BTI Approach: Who We Spoke To

The BTI Approach: Who We Spoke To

- ◆ Comprehensive year-long study
- ◆ Based on more than 150 interviews with legal marketing executives
 - > Chief Marketing Officers
 - > Marketing Directors
 - > Directors of Business Development
- ◆ World's largest law firms, including:

Firm Type	Number of Firms	Percent of Sample
AmLaw 100	42	27.5%
AmLaw 101-200	45	29.4%
International	9	5.9%
US Outside AmLaw 200	57	37.2%
Total	153	100.0%

The BTI Approach: Methodology and Survey Strategy

BTI's Methodology and Survey Strategy

- ◆ Multiple techniques to provide the most robust insights
 - > Open-ended questions
 - > Structured questions with unprompted responses
 - > Quantitative questions
 - > Experience-based questions
- ◆ Decision makers define needs and priorities
 - > Uncovers new trends
 - > Reveals the most current best practices

What's Buzzing at BTI

In the past 12 months...

- ◆ [BTI Buzz](http://www.btibuzz.com) (www.btibuzz.com)
- ◆ More large-scale client feedback programs
 - > 100+ client interviews
 - > Multiple countries
- ◆ More first-time client research initiatives
- ◆ BTI's Big Launch (June 2010)
The BTI Client Service Scorecard: Ranking the Big 4

In the coming months...

- ◆ [*BTI Premium Practices Forecast 2012*](#) (September 2011)
- ◆ [*The BTI Client Service A-Team 2012*](#) (November 2011)

About BTI

How BTI Helps Our Clients

1. The most powerful, high-impact and actionable client surveys

- ◆ Proven call to action for partners
- ◆ Convince attorneys to embrace change
- ◆ Proven metrics linked to profits and growth
- ◆ Metrics linking partner and firm performance
- ◆ Detailed road map for business development
- ◆ Measure against 17 activities client say drive relationships

2. Robust client service excellence initiatives

3. Compelling strategic assessments

- ◆ Market share gains and losses
- ◆ Client relationship strength and stature
- ◆ Client service performance

About BTI: BTI Custom Research and Services

BTI's In-Depth Client Surveys for Law Firms

- ◆ Conducted over 150 independent client research initiatives for law firms
- ◆ Interviewed more than 6,000 clients
- ◆ Helped our clients boost relationships from \$600,000 to more than \$14,000,000 annually
- ◆ Work with law firms with 6 to 600 partners

BTI can help you develop high impact client research initiatives—
email or call Michael B. Rynowecer or Marcie L. Shunk

Michael B. Rynowecer
mrynowecer@bticonsulting.com
617-439-0333 x5048

Marcie L. Shunk
mshunk@bticonsulting.com
617-439-0333 x5049

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