



# CMO Strategies for Success

## *Benchmarking Performance Improvement for Chief Marketing Officers at Law Firms*

2003

prepared by

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## Introduction

### Essentials to Boost Your Law Firm's Performance

*BTI's CMO Strategies for Success: Benchmarking Performance Improvement for Chief Marketing Officers at Law Firms* is an in-depth look at what law firms are doing to:

- Attract clients
- Block competitors
- Improve performance
- Boost client satisfaction
- Target growth
- Raise client retention
- Increase profits per partner

Based on individual interviews with over 60 of America's leading CMOs, *BTI's CMO Strategies for Success* gives you exclusive insight into the activities, goals and objectives of AmLaw 100 and 200 firms. The only survey of its kind, BTI draws on over 25 years of experience in professional services to offer a unique, unparalleled perspective. Gain valuable information about:

- Operating performance of legal marketing departments
- Size and scope of legal marketing budgets
- Key performance metrics for law firms
- Marketing goals and objectives
- New initiatives to improve performance
- Use of client satisfaction studies
- Law firm growth strategies and priorities
- Disconnects between clients and law firms

### The Client Focus Gap: Disconnects Between Clients and Law Firms

*BTI's CMO Strategies for Success* highlights the key areas that clients identify as most valuable and influential in their relationships with law firms. BTI has interviewed over 550 corporate counsel at Global 1000 companies. See a one-to-one comparison of how your views and strategies stack up with what clients really need and want. 21% of law firms define client focus as doing what's best for the client – yet only 3% of clients offer that same definition. See what clients have to say – and what makes their outlook different from yours.

Then, learn how to better align your firm to address and serve your clients' needs. Superior client service drives higher revenues and profits per partner. Discover the key to boost your firm's financial performance.

## Introduction

### Learn from Market Leaders

Learn tactics that are critical to your success as a marketing leader. Use our exclusive benchmarks to assess your departmental performance, track progress and target successful goals and objectives. Discover new approaches to advance your law firm's client strategy, develop client relationships and leverage marketing resources to your best advantage.

*BTI's CMO Strategies for Success* includes input and perspectives from 68 CMOs at America's top law firms. These market leaders represent over \$12 billion in billings. They control marketing budgets that total \$242 million. They direct marketing programs at:

- 6 of America's top 10 firms
- 13 of America's top 20 firms

They drive growth at America's top law firms. Delineate the path to becoming a savvy, successful CMO. Draw on *BTI's CMO Strategies for Success* for a host of best-in-class practices and tactics to help you differentiate your law firm and stay ahead of the competition.

As with all of BTI's leading publications, *CMO Strategies for Success* comes with unlimited telephone support and a satisfaction guarantee. We welcome you to call us with questions and suggestions at (617) 439-0333.



Brand New! Just Released! Direct from Law Firms!

# CMO Strategies for Success: Benchmarking Performance Improvement for Chief Marketing Officers at Law Firms 2003



## Exclusive Insights into CMO and Law Firm Strategies

BTI's *CMO Strategies for Success* gives you fact-based insight into how CMOs are staking their claim on the market and driving better performance at their law firms. We've interviewed more than 60 CMOs at AmLaw 100 and 200 law firms and combined this with BTI's marquis research with 550 corporate counsel. BTI's *CMO Strategies for Success* gives unprecedented insight into best practices, strategies that work, performance metrics and how CMOs stay ahead of the curve.

### New Strategies to Boost Performance

Law firms are changing the way they do business. You get a detailed look at the changes law firms are making to boost their performance in each of 5 areas:

- Client Satisfaction
- Branding
- Technology
- Client Development
- Client Retention

No less than 2/3 of all law firms are making changes to improve performance. Track the changes and stay ahead of the curve.

### Client Satisfaction Surveys: Who Does Them, How They Get Used

42% of law firms are conducting client satisfaction surveys. 70% plan to conduct a client survey in the near future. See how law firms implement the surveys, who conducts the interviews and what firms are doing with the results.

Prepare yourself now for what is prime to become a client expectation. Use proven tactics to transform client satisfaction into increased billings and profits per partner.

### Top Areas for Growth

See what areas CMOs single out to drive law firm growth and how they line up against what clients have to say.

- 19.7% of CMOs see Litigation as the prime area of growth
- 14.8% of CMOs point to IP as the top growth area
- 4.9% target International growth

*Pinpoint and target key areas for growth.*

## How CMOs Measure and Track Success

Learn how CMOs manage their own success and performance. Develop a guideline to align your goals with those of the firm. Learn how to

- Position yourself for a key strategic role
- Assess the success of marketing initiatives
- Delineate strategies to boost client satisfaction
- Outpace your competitors
- Move ahead of the curve

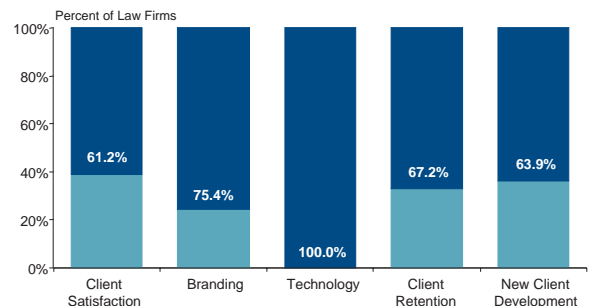
## How Does Your Staffing and Productivity Stack Up

Compare and contrast your operating performance and spending levels. For the first time, BTI provides you with reliable operating benchmarks to help you pinpoint your strengths and weaknesses. Learn how you stack up as you measure:

- Spending
  - Staffing
  - Gross Billings
- Segmented by AmLaw 100 and 200  
Analyzed by partner and attorney

*Gauge your capacity. Assess your productivity. Evaluate overall spending and performance to reduce costs and boost returns on marketing.*

New CMO Initiatives in 5 Areas





Brand New! Just Released! Direct from Law Firms!

# CMO Strategies for Success

*Benchmarking Performance Improvement for*

*Chief Marketing Officers at Law Firms 2003*

For the first time ever see how law firms stack up against what their clients have to say. Uncover key disconnects in client and law firms' perspectives.

## Think Like Your Clients: Close the Client Focus Gap

Gain exclusive insights into client needs. Learn how to deliver client focus - and how to use it to boost profits per partner.

### Strategic Success for Law Firms

Learn which strategies will get you where you want to go with a detailed analysis of strategies and goals. Use this to:

- Pinpoint high priority goals
- Delineate how your objectives stack up to your competitors
- Identify key points of differentiation
- See where you can step up and stay ahead of the game

**YES!** Rush me my copy of BTI's *CMO Strategies for Success*. I want to make sure I am ahead of the curve and stay there!

**Regular Price for Law Firms** ..... \$1400

**Exclusive Offer for BTI Clients** — Receive your copy of BTI's *CMO Strategies for Success* at a preferred price — *All subscribers to BTI's paid publications*

BTI Client Preferred Price ..... \$1160

**Small to Mid-Sized Law Firms** — Enjoy your own version of *BTI's CMO Strategies for Success Offer for law firms with 100 or fewer lawyers*

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