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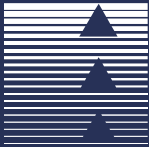
Compelling Research. Compelling Results.

BTI's Benchmarking Law Firm Marketing and Business Development Strategies

Executive Summary 2009

Prepared by: The BTI Consulting Group
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Benchmarking Law Firm Marketing and Business Development Strategies

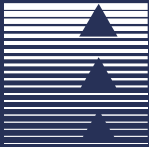
BTI's Benchmarking Law Firm Marketing and Business Development Strategies is an invaluable tool to help you measure and track your marketing performance.

You can use this analysis to immediately gauge your spending, staffing, productivity, performance and uncover new strategies. Your report includes:

- › Proven spending and budget metrics
 - Budgets as a percent of revenue
 - Marketing spending per Partner
 - Budget breakdowns
- › Reliable staffing and productivity benchmarks
 - Marketing FTEs
 - Support staff
 - Staffing per Partner
- › **Exclusive!** Insights into 2009 marketing budget projections

Your comments, questions and feedback are welcome. Please contact Michael B. Rynowecer, President, at (617) 439-0333 or email mrynowecer@bticonsulting.com.

BTI is the leading provider of market research to law firms. BTI has performed custom client surveys and satisfaction research on more than 140 law firms. More than 650 General Counsel at Fortune 1000 companies rely on BTI's market leading report *The BTI Survey of Client Service Performance: The Client Service A-Team* to evaluate law firm client service.



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Key Insights from BTI's Benchmarking Law Firm Marketing and Business Development Strategies

BTI Key Insights...

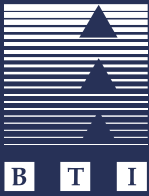
- ◆ AmLaw 100 firms plan big budget cuts in 2009
 - › Virtually no change at AmLaw Second Hundred
 - › Increases at smaller firms
- ◆ Legal downsizing skips over marketing departments
 - › Partner support rises
 - › Marketing staffing inches up
 - Few indications of major cuts in headcount on the horizon
- ◆ Existing clients are king
 - › Firms target existing clients
 - Boost business development
 - Initiate client service programs



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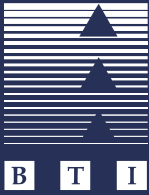
The BTI Approach: Whom We Spoke To

The BTI Approach: Whom We Spoke To

- ◆ Online study conducted between December 20, 2008 and January 16, 2009
- ◆ Based on more than 120 interviews with legal marketing executives
 - › Chief Marketing Officers
 - › Marketing Directors
 - › Directors of Business Development
- ◆ World's largest law firms, including:

Firm Type	Percent of Group
AmLaw 100	38%
AmLaw 101-200	34.3%

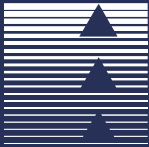
- ◆ **NEW!** Exclusive look at small- and mid-sized law firms
 - › Nearly 50 interviews with law firms outside of the AmLaw 200



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



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BTI's Benchmarking Law Firm Marketing and Business Development Strategies—How To Order Your Copy

Three Easy Ways To Order:

1. Order online at www.bticonsulting.com
2. Call Michael B. Rynowecer at 617-439-0333
3. Return the following order form to:
BTI Consulting Group, 396 Washington St., Suite 314,
Wellesley, MA 02481 or FAX to 617-439-9174

Questions? Email or call Michael B. Rynowecer or Marcie L. Borgal Shunk

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BTI's Benchmarking Law Firm Marketing and Business Development Strategies—Order Form

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