



10 Legal marketing trends (and realities) in 30 minutes

A guide to 2020

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Introductions



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Client-first marketing & client-centricity

- Develop clear messaging around your firm's key differentiators.
- Demonstrate how your firm puts its clients at the heart of everything it does.
- Highlight efficiencies and innovations benefiting your clients.

"**Authenticity** is what people are looking for, and if all they see on your firm's social media are awards, they'll understand the expertise of the firm but may not see how that translates to helping them. Take the time to turn a win into a connection by underscoring the firm's emphasis on client experience."





Blurring of the lines between marketing & biz dev

Traditionally, law firm marketers would contribute as needed to biz dev strategies, but firms are recognizing the value of having dedicated staff to focus on growing individual books of business.

Marketers are in the ideal position to identify and prioritize initiatives, including:

- Diversity initiatives
- Cross-selling and client teams
- New practice areas
- Other proactive steps



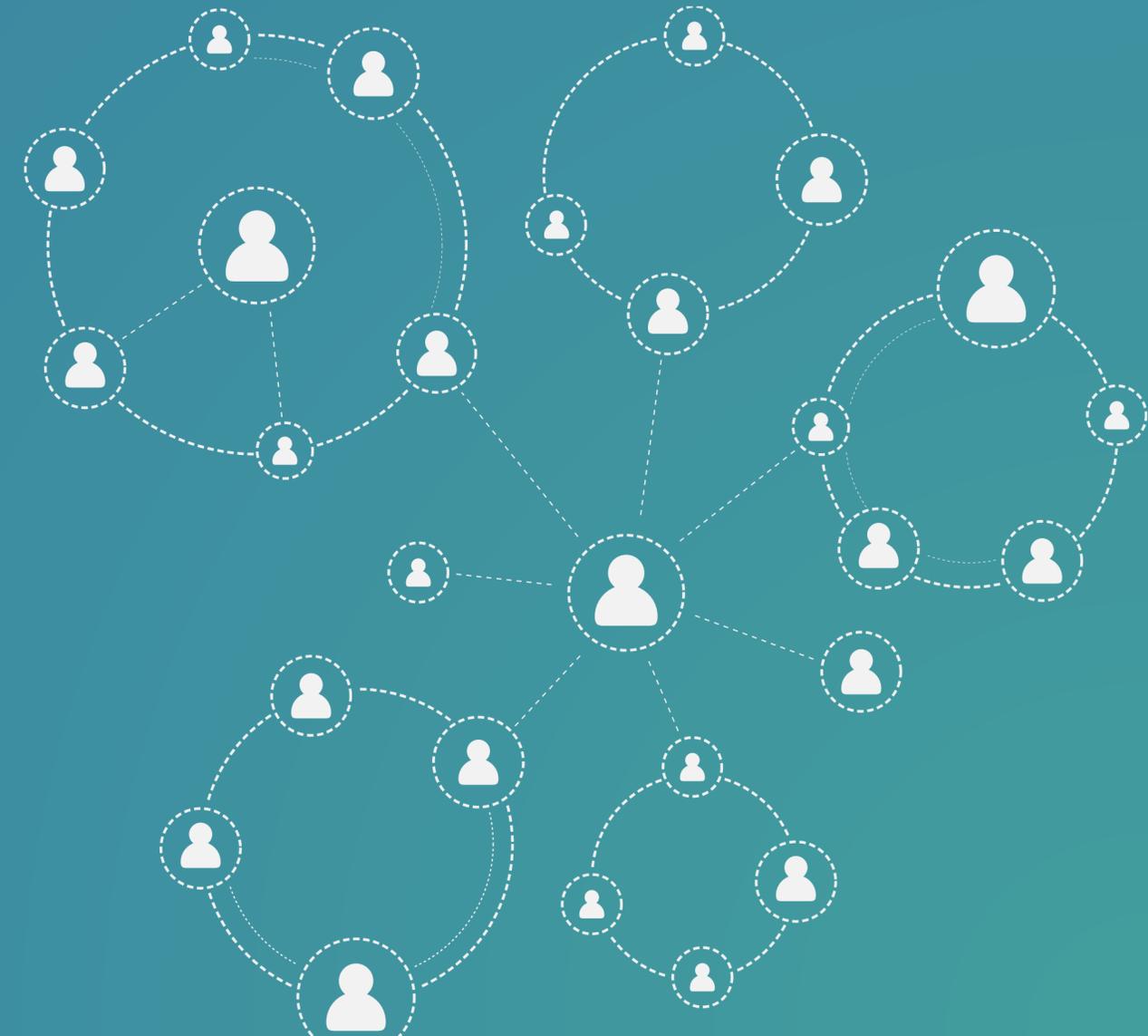


CMO = CPO

Role of the CMO is rapidly evolving and gaining in importance. In some firms, this evolution is taking the form of Chief Planning (think strategy) Officer, in others the focus is on Product.

Common question: "How can we get a better ROI on the tech we use?"

- Take inventory of your digital marketing ecosystem / stack.
- What are you measuring? Revisit existing measurements.
- Which metrics and KPIs make sense for you? It's not one size fits all.
- Research, test, experiment, implement and improve.





(Strategic) Content marketing is king

‘Marketing your marketing’

The 1-4-7 strategy:

1 concept

4 content pieces

7 distribution channels

Digital agency [One North](#) recently developed a new artificial intelligence tool which analyzes a website’s thought leadership and other long-form content and recommends additional, **hyper-relevant website** content, which encourages customers and prospects to explore the website further and improves its search engine optimization.





Thought leadership: Tried and true with a bright future

Thought Leadership is critical at the moment. Bolster what you already have and develop new pieces. It goes a long way to building trust and being remembered for the right reasons when this is over. It's okay not to have a direct line to leads.

No.1 tactic: sales and biz dev coaching, including 1:1 coaching, group training, online seminars, presentations, and outsourced consulting.

No. 2 tactic: client education, including client training, panels and seminars.

*David Ackert 2018 Business Development Trends Across Law Firm Demographics





Marketing technology consolidation

Not only many tech acquisitions lately (Diligent's acquired Manazama; TR acquired HighQ; Iridium and DFTech merger last month, Advanced Software acquired by Tikit) but also opportunity for law firms to offer a broader spectrum of marketing and biz dev tools rather than a disjointed tech approach.

- Platforms
- Automation
- Tech not only an IT thing anymore
- The power of integration
- How does all this fit into our/our clients digital strategy?





Data analytics & measurement

A legal marketer's bread and butter

Marketing and biz dev campaigns need to be well planned, integrated and, above all else, provide proper measurement and evaluation tools. Gone are the days of “we have to sponsor this event because our partners always attend”.

Firms are hiring client service professionals responsible for qualified lead generation and accompanying pipeline creation, management, coaching, tracking and results reporting.

Data gleaned from sales enablement platforms, email, contact management, and online conferencing technologies is being processed to determine ROI and overall campaign value





Sales enablement

Sales enablement provides biz dev professionals with best practices, knowledge, tools, and resources to sell more effectively, with a laser focus on the buyer. This includes high quality content mapped to the buying process.

Platforms like Qorus create a central and secure library of content for firm websites, client calls, emails, pitches and presentations with instant access to a library of experience, bios, and RFP responses. These type of tools help biz dev and marketers gain greater customer insights and measure content effectiveness to deliver top quality proposals.

Reality: Sales enablement is still being defined in many firms and has not yet reached a critical mass.





Social media engagement 2.0

Personal and professional lines are fading away ... I now pick certain news shows to watch based on if the hosts dog will be walking through the makeshift office during their segment.

Test social: find new ways to share, collaborate and build community. Try something new. Now is the perfect time to experiment when it comes to social media.

Why not look into Instagram or even TikTok or Twitch as a way of engaging your target audience?





Community building ... the new black

Sharing with peers and clients has always been paramount - whether through local chapters of LMA, ILTA, ALA, CLOC or state bar associations, or online events and user communities established in conjunction with select vendors,

Acquiring new customers is 6-7 times more expensive than marketing to an existing community base, which works mainly through word-of-mouth from customer-to-customer.

These days, word-of-mouth means engaging through social platforms, sharing educational resources with introducing clients to your network of subject matter experts and influencers.

Reality: These unprecedented times provide unprecedented opportunities to get to know peers, clients and prospects on a whole new, personal level.





Thank you.

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