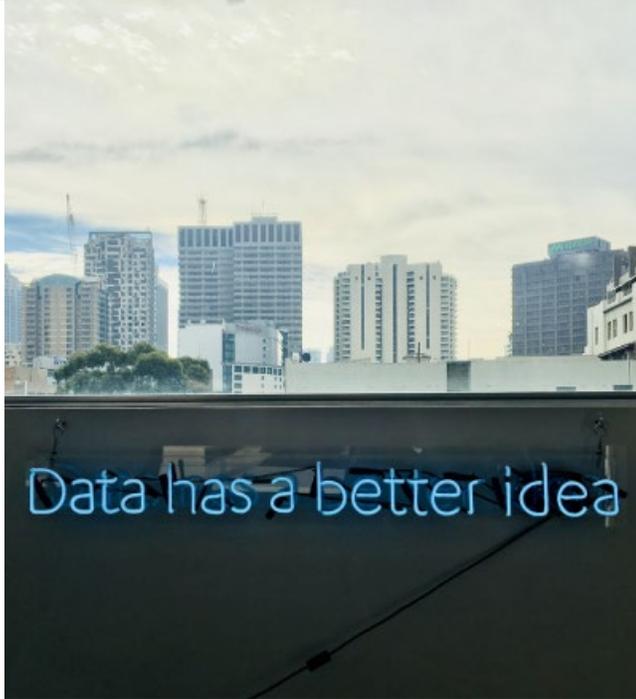


PROPEL YOUR FIRM FORWARD

LAW

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HOW SHOULD YOU SPEND YOUR MARKETING DOLLARS?

Five Metrics to Guide This Decision

By monitoring and measuring specific metrics, you'll be able to make educated, data-driven decisions to improve your practice, versus working from a gut feeling. While there are dozens of metrics your firm can track, we've focused on five as a place to start, and ones that can boost profitability.

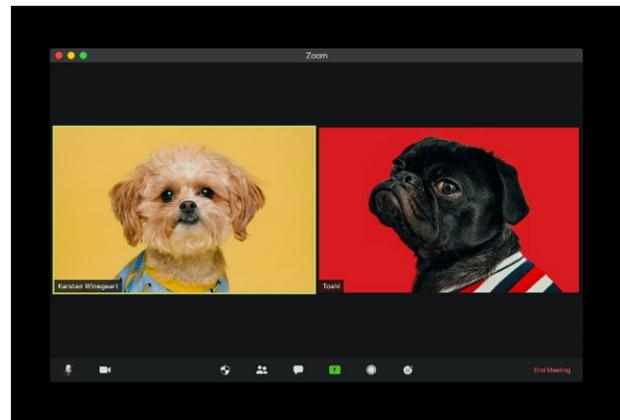
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IT'S CHAMBERS SEASON

Are You Prepared?

The [Chambers USA 2022 schedule](#) is now available! Catch up on our latest webinar with Principal [Megan Braverman](#), who takes a deep dive into the *Chambers & Partners* submission process and provides insights on how to get ranked.



THE VIRTUAL EXPERIENCE

Using Webinars In Lieu of In-Person Events

Nothing beats face-to-face interactions, but webinars have proven to be a viable tool to create and build new relationships. Here are four reasons why you should consider hosting webinars in lieu of in-person events.

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Seeing your firm or an attorney's name in the media is a great feeling, but what now? Principal [Megan Braverman](#) presented "Leveraging Media Coverage for Your Firm's Marketing Efforts" to the Legal Marketing Association's Midwest Region on May 20. She discussed how to leverage and maximize the results of a media placement to extend its shelf life.

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- ⌘ The benefits and barriers of cross-selling and cross-marketing among practice areas.
- ⌘ The differences between public relations and advertising.
- ⌘ Deciding between hiring an in-house person or agency.
- ⌘ How to build strong relationships with the media.
- ⌘ The benefits of sending out e-newsletters and what you should be doing with the results.

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TO PIVOT OR NOT



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Strategist & Counselor at
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Chief Marketing Officer at
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