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Fishing for a
great catch?

WISNIK INDUSTRY SNAPSHOT SURVEY

LEGAL MARKETING

FALL 2009



Wisnik Career Enterprises, Inc.
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www.wisnik.com

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Dear Friends of Wisnik,

We are very excited that 80 of you took the time out of your busy schedules to respond to our 2nd Legal Marketing Industry Survey for 2009. Attached please find the survey results. We hope you find them as interesting as we did!

Over 50% of you said that the focus of your job has changed this year. There seems to be a strong emphasis on business development. Of the 52% of you that added to your staff this year, 76% said that it was a business development position. Your lawyers are keeping you very busy with requests for help with RFP's and other business development activities. Many of you note that you are frequently asked to customize marketing and pitch materials for specific clients. In addition, your attorneys are asking you to help them get more PR and media exposure. They are also asking for you to coach them so they can engage more successfully in business development efforts. You are in high demand!

When asked what you would do with an additional 150K in your department budget, the top three answers include spending the funds on marketing technology, salaries and bonuses and competitive intelligence.

As for your own professional development, you said that you would like to further develop your skills in: business development, technology and writing so that you can be of further help to your lawyers. When asked about the overall attitude you are seeing in your firms, the majority of you said that the outlook is positive and everyone is working hard to get it all done, however 37% of you said that the attitude in your firm is one where people feel overworked and stressed. Sadly, the majority of you who responded do not expect to receive either a raise or bonus in 2009. You have all clearly survived a very challenging year with lots of demand for your services and not as much reward.

We welcome your feedback to the findings in this survey and wish you a very happy and successful 2010! If there is any way that we can help you to achieve your goals, please let us know.

Eva Wisnik



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80 legal marketing professionals responded:

19 - Chiefs, Directors

40 - Managers, Specialists

21 - Others (Coordinator, Assistant, Supervisor)

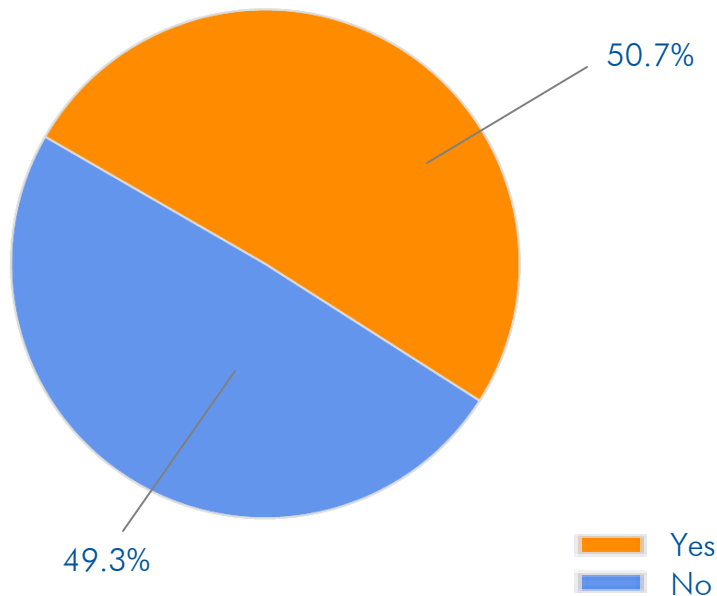
Where are they located?

CITY	# RESPONDENTS
New York	35
Washington, DC	16
California	6
Chicago	4
Texas	4
Atlanta	3
Boston	3
Other	9



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Has the focus of your job changed in the past year?



Biggest Changes:

- More emphasis on Business Development
- More responsibility
- More focus on Public Relations

“The umbrella is getting bigger; I’ve been given many more responsibilities.”

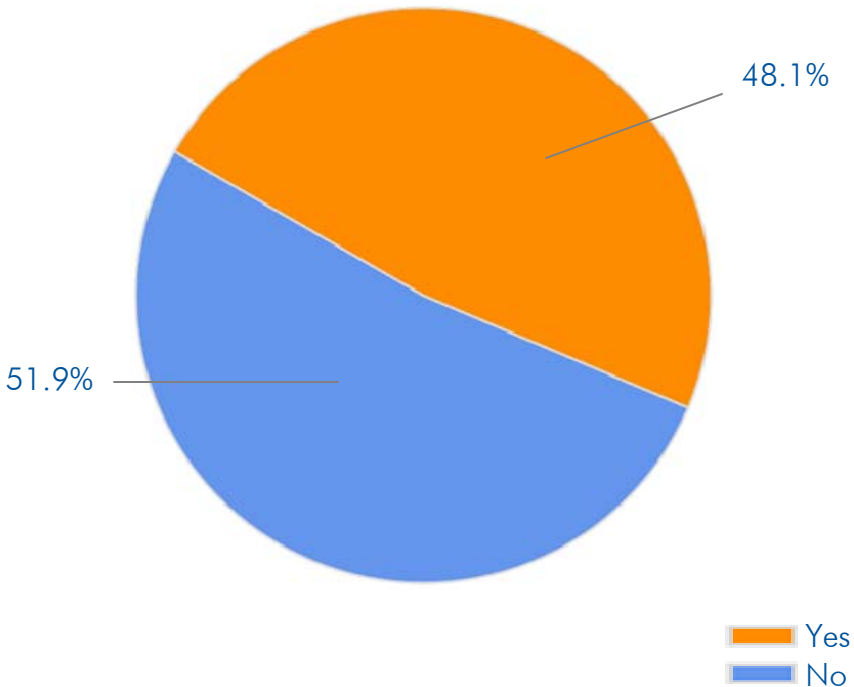
“I am doing more PR for the firm than ever before.”

“Much more of my time is spent engaging in BD coaching with attorneys, as well as customizing pitch materials and helping attorney thoroughly prepare for client meetings.”



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Has your Firm added staff to your legal marketing department this year?



Top 3 Added Positions in 2009

1. Business Development- 76.3%
2. Marketing Communications- 26.3%
3. Marketing Technology- 15.8%



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In terms of Marketing/BD support,
what are your lawyers requesting most often?

RESPONSE CATEGORIES	% RESPONDENTS
Assistance with BD/RFPs	77.9%
Customized marketing materials	53.2%
Information about clients	50.6%
Assistance with PR/Media	26%
BD Coaching	18.2%

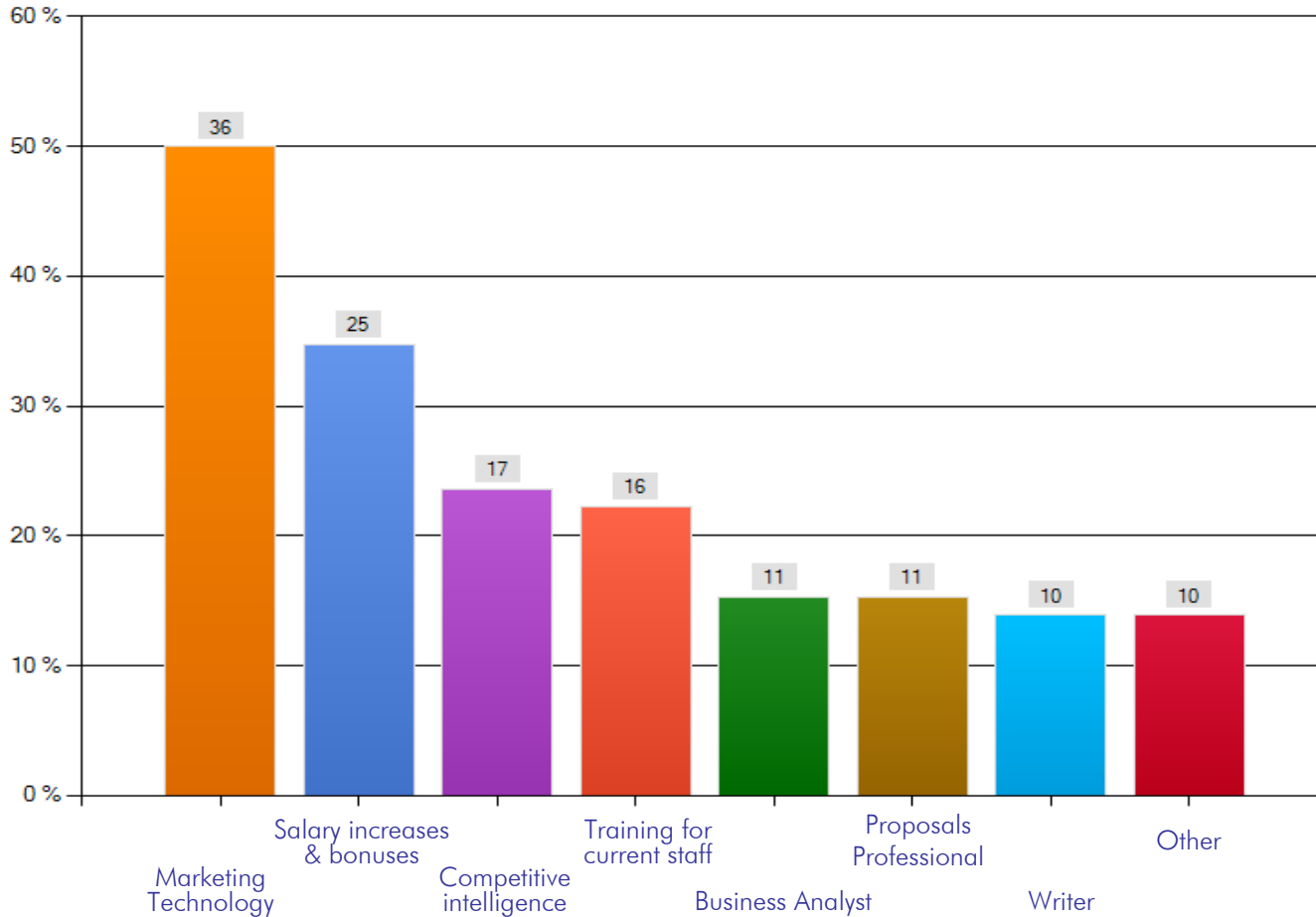
What your lawyers are asking for:

- ❖ “The focus is on business development; helping lawyers to meet and get new clients.”
- ❖ “The most common request is for tailored pitch materials.”
- ❖ “We are doing a TON of events- webinars, teleconferences and live events for clients.”
- ❖ “Our attorneys are asking for assistance to secure speaking opportunities.”
- ❖ “They want media exposure and desktop publishing assistance to create new customized marketing collateral.”



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If your department received an additional \$150,000 what would you spend it on?



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Describe the overall attitude of the professionals in the office location in which you work:

- “Positive, supportive and willing to help others on the team.”
- “I think there’s a sense of optimism, with a hope to capitalize on new business.”
- “Stressed and abused!”
- “Hard working, collegial, friendly & caring.”
- “People are still a bit down due to the economy, but spirits seem to be slowly picking up.”

Top Responses:

38% - Positive & optimistic

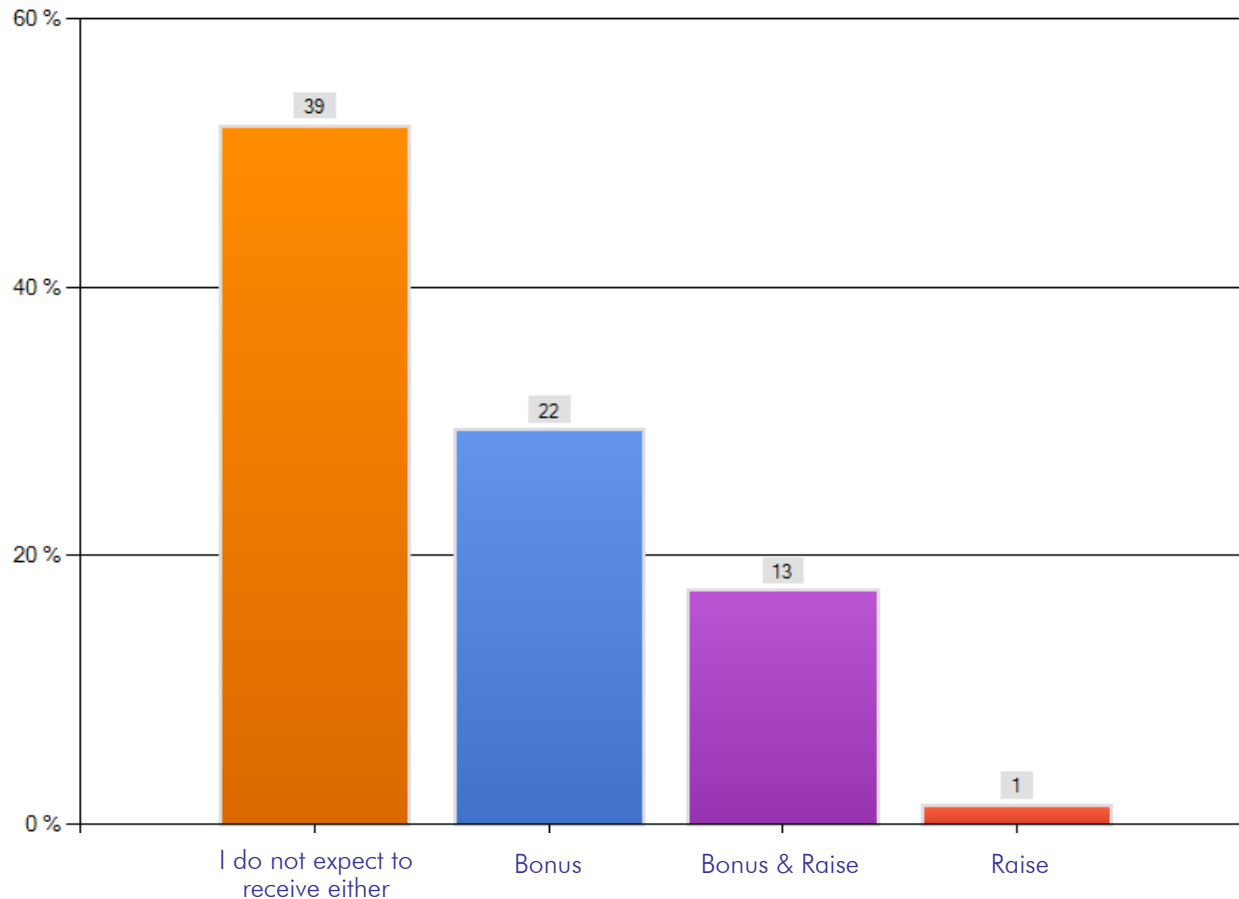
37% - Overworked & stressed

25% - Holding steady & working hard



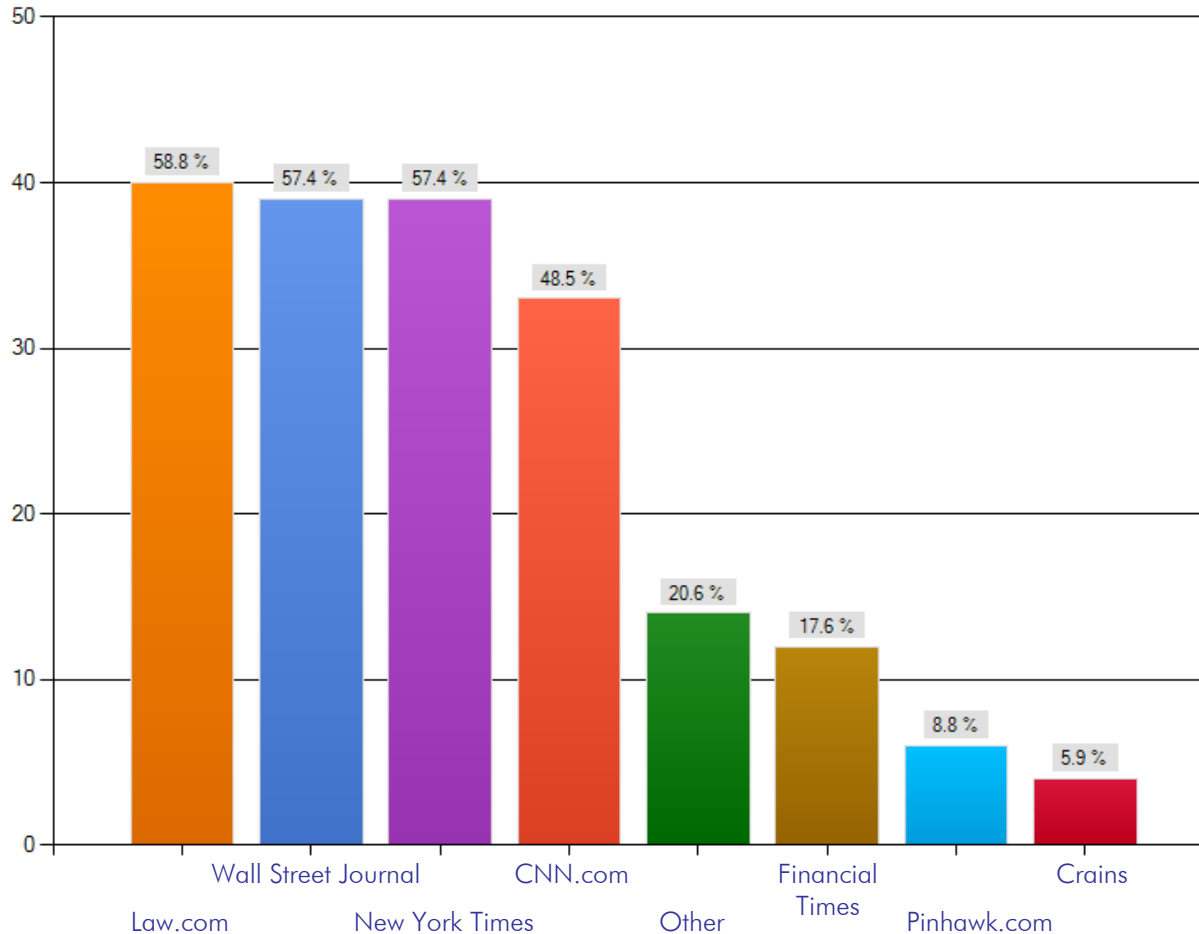
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Which of the following are you expecting to receive this year:



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What websites do you visit on a daily basis to get market information?



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Are there any resources or professional skills that you would find/have found particularly valuable during these challenging times?

- ❖ “The ability to adapt has been really important.”
- ❖ “We are in desperate need of someone to help us with our marketing technology.”
- ❖ “A better integrated CRM system and a top business analyst are on my ‘wish list’.”
- ❖ “A stronger alumni network would have been a great resource for sustaining suffering practice areas.”
- ❖ “The ability to utilize and leverage social networking and social media to our attorneys’ and firm’s advantage.”
- ❖ “A database to track what we do to help the lawyers get new business and to measure the results.”
- ❖ “Extra arms and legs to get things done.”



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If you could have additional professional training, which area would you like it to be in?

TRAINING TYPE	% RESPONDENTS
Business Development	55.6%
Technology	27.8%
Writing skills	26.4%
How to work with challenging personalities	16.7%
Other (i.e. leadership, management)	12.5%



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Do you have any additional thoughts or comments you would like to share with us about the current legal marketing environment?

- ❖ “I think the current environment has made everyone focus on what works for their firm and their core capabilities instead of consistently trying to keep up with everyone else.”
- ❖ “I do think law firms need to expand the way they look at hiring marketing and business development professionals beyond just law firm experience to keep the mix of creative and strategic thinking fresh.”
- ❖ “If a firm’s marketing department does not have the proper infrastructure in place or staff members with the right skills set to multi-task and wear many hats, it is a tremendous challenge to fulfill all the marketing requests that come in.”
- ❖ “How do we show how our efforts result in new business development for our attorneys?”
- ❖ “Legal marketers need to learn how to better spend the firm’s money and how to better understand the firm’s financials.”





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