



The Role of a CMO at a Law Firm: Leading Marketing Executives on Developing Marketing Campaigns, Maximizing Advertising Dollars, and Improving Client Development Effectiveness (Inside the Minds)

Aspatore Books Staff

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The Role of a CMO at a Law Firm is an authoritative, insider's perspective on best practices for successfully marketing lawyers. Featuring marketing executives representing some of the nation's top law firms, these experts discuss key strategies for developing a successful marketing team, creating a law firm marketing campaign, executing market research, working with law firm partners, and promoting relationships. These leading executives give tips on establishing benchmarks, developing budgets, and identifying growth strategies. From maximizing client development to executing firm promotions, these experts offer strategies for embracing public relations and corporate communications, understanding the importance of legal insight, and integrating and monitoring practice group priorities. Additionally, these leaders discuss the importance of establishing a market-driven, client focused, and globally competitive firm. The different niches represented and the breadth of perspectives presented enable readers to get inside the minds of some of the great innovative minds of today, as these experienced law firm marketing professionals offer up their thoughts around the keys to navigating an expanding profession.

Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book.

Chapters Include:

1. Allen Fuqua, CMO, Winstead PC "It's Not about Us, It's About Them"
2. Carol Todd Thomas, CMO, Jones Walker "Meeting the Marketing Needs of Today's Law Firms"
3. Dona Siebler Stohler, Chief Marketing and Business Development Officer, Ice Miller LLP "Marketing and Business Development: Two Key Focus Areas for Law Firm CMOs"
4. Jennifer R. Rupkey, Director, Client Development, Michael Best & Friedrich LLP "Evolving Responsibilities and Strategies for the Law Firm CMO"
5. Erin Corbin Meszaros, CMO, Powell Goldstein LLP "Building a Strong Plan, and a Team to Push it Forward"
6. Michael R. Ralston, Director, Marketing and Business Development, Vedder Price PC "Strategies and Challenges for Law Firm CMOs"

7. Deborah Roth Grabein, Director, Marketing, Andrews Kurth LLP "Unique Challenges and Opportunities for a Law Firm CMO"

8. Michael A. Webb, Director, Marketing and Business Development, Gardere Wynne Sewell LLP "The Continuing Evolution of Law Firm Marketing"

9. Paris A. Gunther, Director, Marketing, Wilson Elser Moskowitz Edelman & Dicker LLP "A Brief Look at the Past and Future"

Appendices Include:

Appendix A: The Five Primary Functions within a Law Firm's Marketing and Business Development Organization

Appendix B: Job Description: Assistant Graphic Designer

Appendix C: Job Description: Senior Graphic Designer

Appendix D: Job Description: Marketing and Business Development Specialist

Appendix E: Job Description: Marketing Administrator and Events Coordinator

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Appendix G: Individual Marketing Plan

Appendix H: Marketing Department Business Plan

Appendix I: Business Planning Guide

Appendix J: Business Development and Marketing Research Request

Appendix K: Practice/Industry Group Marketing Action Plan

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From reader reviews:

Marietta Allred:

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