Insights from Legal Marketing Leaders - Part 2
March 24, 2010
From HBC's Sound Bites Blog (www.hellermanbaretz.com/soundbites)

Get your popcorn ready; it's another installment of video interviews from LMA. If you recall from our previous dispatch, at the LMA conference in Denver this year, we armed two members of the HBC team (account execs Amy Pimentel and Caitlin Fisher) with a flip cam and sent them about to interview all the big wigs they could find. Last week, you heard from Chambers on how to write a top-notch submission, and from Ross Fishman on why marketers should try thinking like lawyers.

This week: Maggie Watkins, CMO at Best Best & Krieger, and Sonny Cohen, Director of Internet Marketing Strategy at DUO Consulting and a founding member of LIFTOFF LAW.

Maggie organized LMA's Quick Start program--a day-long crash course for legal marketers with fewer than five years of experience. Caitlin attended and had nothing but raves, so she was eager to get Maggie on camera to share her tips for success, including:

-Know your firm and its business intimately
-Build relationships within your firm at every level and in every department
-Have fun! (our personal favorite)

http://www.youtube.com/watch?v=PZ4vQ1X3JhU&feature=player_embedded

We were also glad to track down internet marketing whiz Sonny Cohen. Sonny told us that legal marketers have a "tremendous opportunity to take advantage of the internet," and gave us thoughts on how to achieve success on the web, with tips including:

-See the internet as an evolving space
-Be mindful that information will increasingly be consumed on mobile devices
-Most of what is being said and done is on third party websites, so make sure you aren't solely focused on your firm's site

http://www.youtube.com/watch?v=tTMaepdzDLw&feature=player_embedded