

# Digital Marketing for Global Firms w/ Anthony Green (podcast)

This past Friday I had the pleasure of welcoming on the program Anthony Green, President of Concep. Anthony's company has worked with some of the biggest firms in the world from Clifford Chance to Baker & McKenzie to develop effective digital marketing campaigns.

Listen in to this 32 minute podcast to hear Anthony explain:

- The key to building high value relationships

- How to measure the effectiveness of your digital marketing campaigns

and

- The achilles heel of most large firms when it comes to business development (the answer will surprise you.)

This next Friday join us as we speak with John Corey, President of Greentarget about their Social Media Survey for in-house counsel.