Proving Marketing ROI in One Page

By Larry Bodine, a business development advisor with Apollo Business Development. He has helped law firms nationwide attract new clients and generate new business by using strategy, business development training and individual attorney coaching. See www.ApolloBusinessDevelopment.com. He can be reached at 630.942.0977 and Lbodine [at] LawMarketing [dot] com.

The bane of marketers is proving their value to their law firms. Unless they can do so, they'll be viewed as overhead and a potential cost to be cut. A clever solution is to send management a regular report on marketing initiatives -- and do so in one page. Here's a sample of what your ROI report can look like.



A Summary of Marketing and Business Development Department Activities

[DATE]

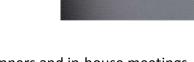
In the last __ months, the Marketing and Business Development Department engaged in the following activities:

•	Wrote and producedRFP responses for top clients, as well as informal pitches for a variety of clients and prospects.
•	Produced Webinars (more are scheduled before the end of year; attendance at each program averages clients and prospects).
•	Held seminar programs and client webinars for various practice groups.
•	Made pitches to targeted media (overall results:media hits in print and or the internet).
•	Coordinated the firm's responses to media, bar and industry surveys.
•	Negotiated and staffed practice and industry group sponsorships (additional will take place before the end of the year).
•	Published client briefings and newsletters.

Drafted and posted more than news and event summaries on the firm website.



- Arranged for ___ attorney-authored articles and obtained copyright licenses for ___ of the articles.
- Worked with ___ new lateral partners and ___ of counsels on their marketing and integration efforts.
- Made more than ____ edits to individual attorney profiles and practice area pages.
- Designed __ announcements for individuals, cities or practice groups.
- Created __ foundation ads and __ sponsorship ads.



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- Arranged numerous special events, client mixers, dinners and in-house meetings including: ____ events in our home office, ___ events in our branch office.
- Responded to more than ____ requests for business intelligence and strategic research.
- Arranged business development and sales training for __ partners and associates, continuing our ongoing business development training that involved __ attorneys last year.
- Manage (on an ongoing basis) contact information through our CRM system for ____, ___
 individuals and ___, ___companies, including daily requests for "who knows who"
 information.
- Published Weekly Media Alerts.

For further information, please contact Marketing Director Maximus Marketus at extension XXX.

For more on this topic, call:

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Assisting law firms for 20 years:

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