

Proving Marketing ROI in One Page

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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 produced __ RFP 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 __ on 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.
- 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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