

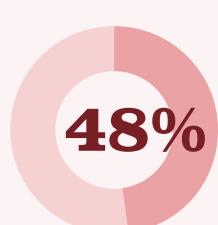


MARKETING PROGRAMS AND COMPETITIVE INTELLIGENCE TRENDS

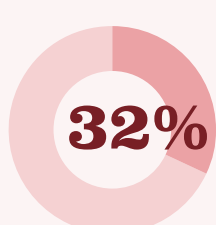
MARKETING TRENDS AT LARGE LAW FIRMS¹

¹Law Firm Support Staffing-Finding the Optimal Mix

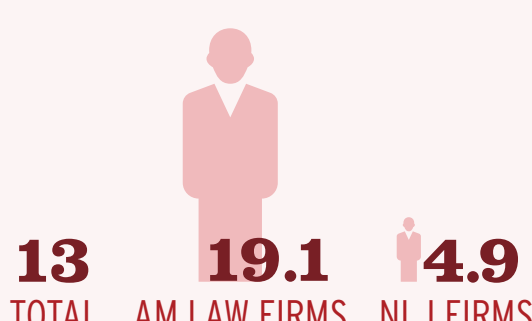
PERCENTAGE OF FIRMS INDICATING EXPANSION OF DEPARTMENT IN LAST THREE YEARS



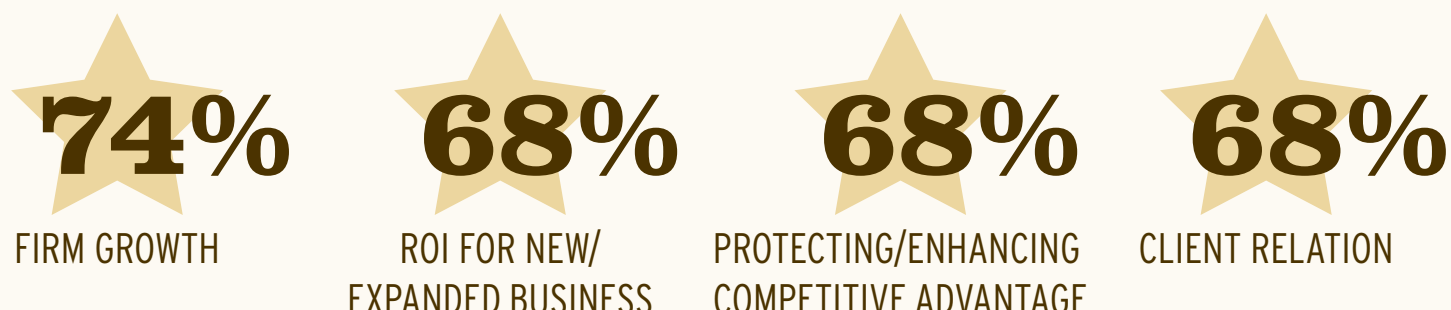
PERCENTAGE OF FIRMS EXPECTING TO EXPAND THE DEPARTMENT FURTHER IN THE COMING YEAR



NUMBER OF AVERAGE FTE STAFF IN MARKETING DEPARTMENT



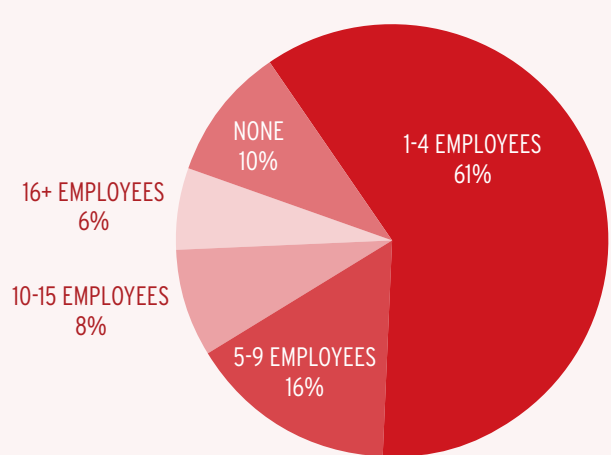
TOP 4 BENEFITS OF MARKETING



MARKETING TRENDS AT SMALL/MIDSIZE FIRMS²

²Small Firms, Big Marketing

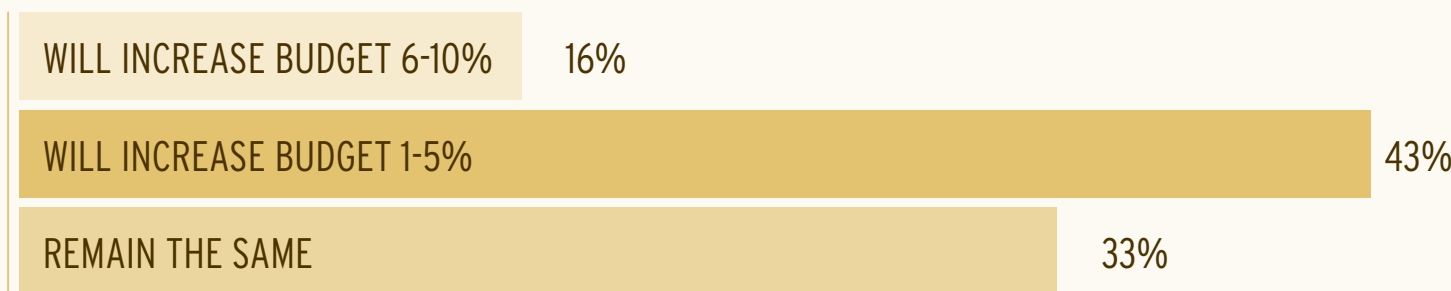
SIZE OF SMALL/MIDSIZE LAW FIRM MARKETING DEPARTMENTS



AVERAGE PERCENTAGE OF FIRM'S ANNUAL GROSS REVENUE SPENT ON MARKETING STAFF



2014 MARKETING BUDGET COMPARED TO 2013



TOP 3 MOST EFFECTIVE MARKETING ACTIVITIES



AVERAGE NUMBER OF NEW CLIENTS WON OVER THE PAST THREE YEARS BY COORDINATED MARKETING EFFORTS



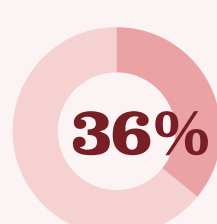
ROI: TOP BENEFITS TO MARKETING (% OF FIRMS IN AGREEMENT)



COMPETITIVE INTELLIGENCE STRATEGIES AT LAW FIRMS³

³Competitive Intelligence - Getting the Edge - and Winning Clients

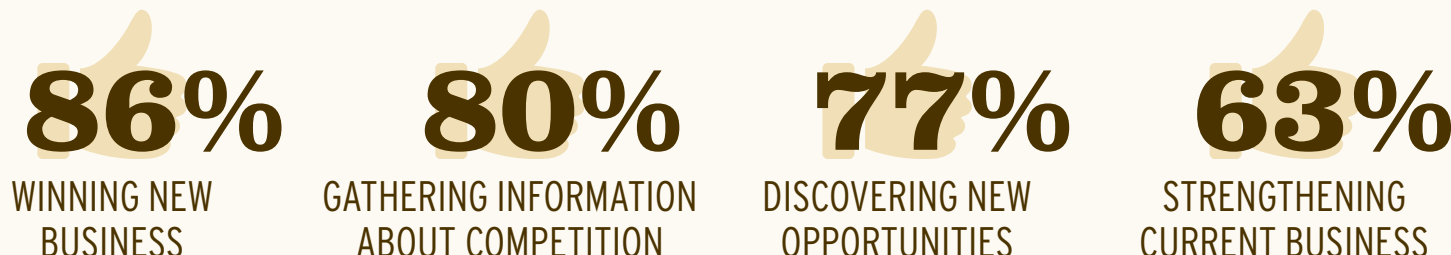
PERCENT OF FIRMS REPORTING CI BUDGET SPENDING EXPECTED TO INCREASE THIS YEAR



PERCENTAGE OF FIRMS WHO HAVE COMPETITIVE INTELLIGENCE PLANS IN PLACE:



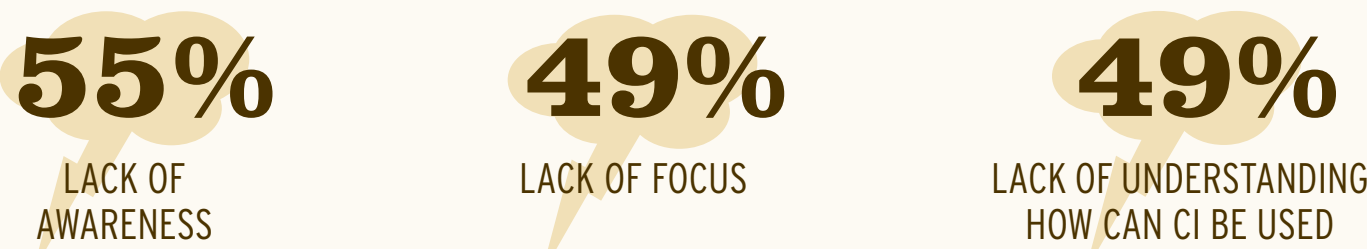
MAJOR BENEFITS FOR UTILIZING COMPETITIVE INTELLIGENCE STRATEGY (% FIRMS WHO AGREE)



MANAGING PARTNERS AGREE THAT CI IS VALUABLE (% OF MANAGING PARTNERS PARTICIPATING IN SURVEY)



TOP FACTORS KEEPING CI FROM REACHING ITS GREATEST POTENTIAL AT FIRMS (% OF SURVEY RESPONDENTS WHO AGREE)



MARKETVIEW: THE 360° VIEW INTO THE BUSINESS OF LAW. MARKETVIEW COMBINES RICH HISTORICAL DATA WITH CURRENT, REAL-TIME INFORMATION TO GIVE YOU THE MOST COMPREHENSIVE VIEW OF YOUR LEGAL MARKET.

LEARN MORE, CONTACT: almlegalintel@alm.com | 888-770-5647

NOTE: Data presented in this infographic are taken from the following surveys and reports. To learn more about survey methodology and publication dates, please visit the links below or contact Phil Flora.

SOURCES:
1. Law Firm Support Staffing - Finding the Optimal Mix; <http://almlegalintel.com/SurveyDescription.aspx?id=8RxtmteXSNw=&type=fEgIaD+grg=>; ALM Legal Intelligence
2. Small Firms, Big Marketing; <http://almlegalintel.com/SurveyDescription.aspx?id=q6Q09cu3yWY=&type=fEgIaD+grg=>; ALM Legal Intelligence
3. Competitive Intelligence - Getting The Edge - and Winning Corporations; <http://almlegalintel.com/SurveyDescription.aspx?id=ULzbChHZ6vk=&type=fEgIaD+grg=>; ALM Legal Intelligence