



Looking for a
new pond?

We can help you achieve your goals.

Fishing for a
great catch?

WISNIK INDUSTRY SNAPSHOT SURVEY

LEGAL MARKETING

SPRING 2009



Contact: Eva Wisnik
Wisnik Career Enterprises, Inc.
e: marketing@wisnik.com
www.wisnik.com

Our Goal is to Help **You** Achieve Your Goals[®]

Dear Friends of Wisnik,

After receiving nearly 50 responses from marketing professionals to our most recent snapshot survey, we would like to share the results with you.

We found that legal marketing professionals are more in demand than ever today! As firms struggle to maintain their client list, their marketing departments are critical to keeping – and growing – their Firm's business, and their services have been more frequently utilized over the past 6 months than ever before.

Legal marketers are also linked in to everything and everyone around them. You are reading multiple publications daily to keep up on current and market trends – and hopefully passing that knowledge on to your attorneys! – as well as staying connected to the industry and each other through the LMA organization, LinkedIn and Facebook. Today's legal marketers are also dedicated to their Firms and to the profession, with over 80% of respondents planning to stay in the industry over the next 3 years.

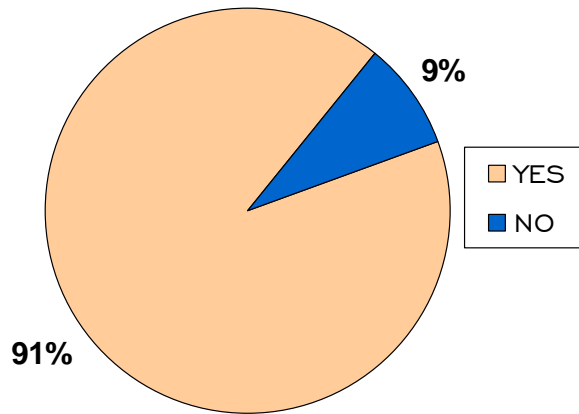
We hope you find the information within this survey helpful. We welcome your feedback and if there is any way we can help you to achieve your goals, please let us know.



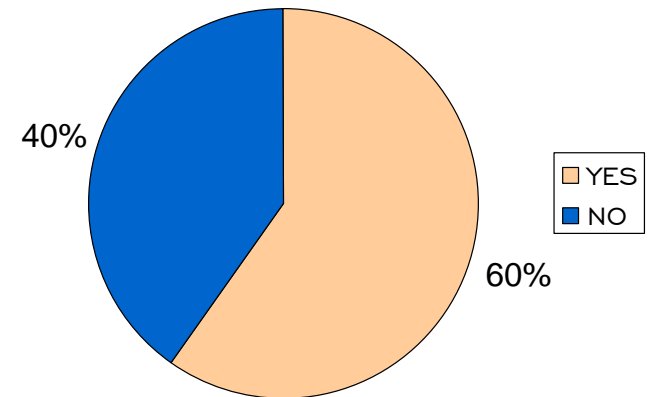
Eva Wisnik

Our Goal is to Help **You** Achieve Your Goals[®]

Has the demand for your marketing department's services increased over the past 6 months?

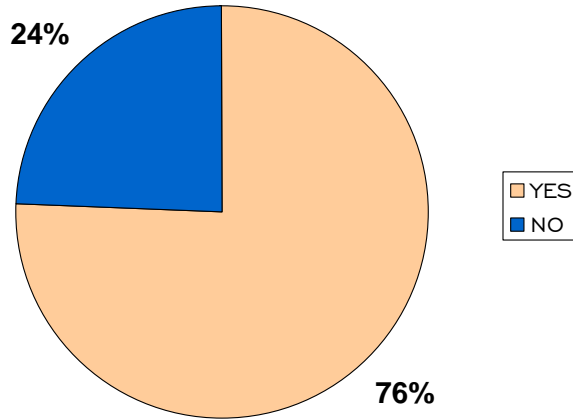


Do you believe your marketing department is adequately staffed?

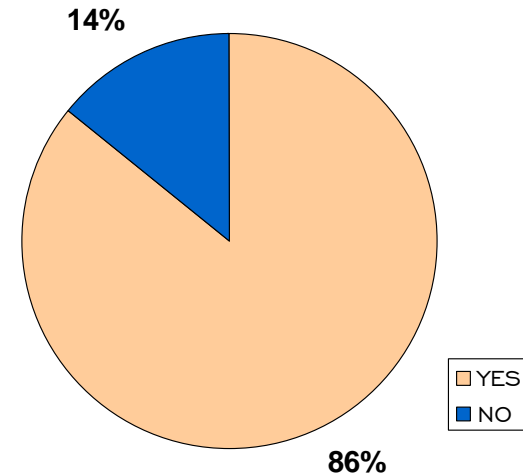


Our Goal is to Help You Achieve Your Goals[®]

Do you believe you are being fairly compensated?



Did you receive a bonus for 2008?

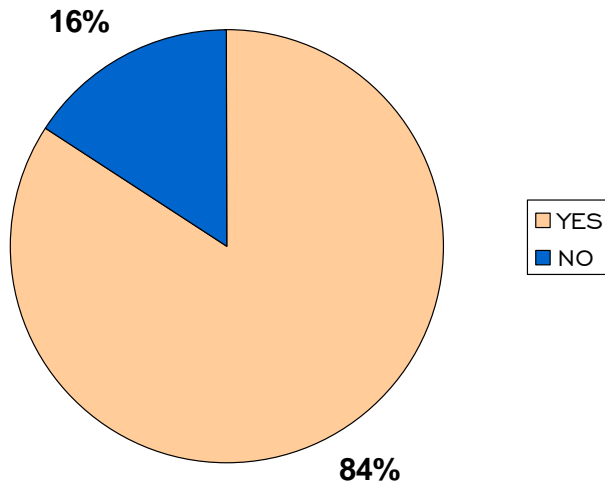


If yes, what percent of your salary did the bonus amount to?

Average: 5.8%
Median: 4.5%
High: 30%
Low: 0.9%

Our Goal is to Help **You** Achieve Your Goals[®]

Do you plan on being in legal marketing 3 years from now?



"I find legal marketing challenging, intriguing and always changing."

.....

"I love being able to add value and work with professional colleagues."

.....

"Legal marketing allows me to provide a very needed service to my attorneys."

Our Goal is to Help **You** Achieve Your Goals[®]

What do you enjoy the most about the legal marketing industry?

Common Themes:

Intellectual Environment

- "I find it to be challenging and entrepreneurial."
- "I like working with intelligent people on challenging projects."
- "Law firms are Intellectually stimulating environments."

Variety of Work

- "The diversity and range of projects we take on keeps me engaged."
- "Its challenging and always different."
- "One minute you're working on research an analysis and the next on a client event."

Business

- "Keeping up with newsworthy information, current events, hot deals is a must"
- "I like learning about our client's business and the marketplace trends that affect them"
- "Legal services as a product is very interesting and the competition is fierce"
- "Competing against other firms for top clients is exciting."

Professionalism

- "I enjoy the high level of professionalism."
- "Working with true professionals where I am challenged regularly."
- "I like working with intelligent people."
- "It is rewarding to gain the trust of the lawyers."

Our Goal is to Help You Achieve Your Goals®

According to the responses we've received, 50% or more of you are reading the Wall Street Journal, The New York Times, or CNN.com on a daily basis. Other publications you are reading include:

- Daily Report
- Globest.com
- Abovethelaw.com
- The Lawyer.com
- Troubled Company Reporter
- Debtwire
- Track S&P
- Moodys
- Law 360
- Yahoo News
- Huffington Post
- The Economist
- The Deal
- Google Finance
- Calculated Risk
- Business Wire
- PR Newswire
- Boardex
- New York Law Journal
- Washington Post
- ABA Journal
- Regional Newsletters
- Newsfeeds from Lexis Nexis and the Dow



Our Goal is to Help **You** Achieve Your Goals[®]

90% of you are members of the Legal Marketing Association (LMA)

Other Associations you belong to include:

- International Legal Technology Association (ILTA)
- Legal Sales and Service Organization (LSSO)
- American Marketing Association (AMA)
- Law Firm Media Professionals (LFMP)
- Association of Real Estate Women (AREW)



Our Goal is to Help **You** Achieve Your Goals[®]

- 80 % of you are active on Linked In and Facebook.
- Less than 5% of you belong to Twitter or Plaxo.

You spend your time doing the following activities on these sites:

Activity	Average Time Spent
Staying in touch with family and friends	70.03%
Business-to-business networking	14.6%
Job Searching	4.12%

Our Goal is to Help **You** Achieve Your Goals[®]

- 50% of you would like to receive professional training in business development
- 20% of you interested in technology training and tips on how to work with difficult people

Other areas you would like to receive professional training in include:

- Public relations
- Managerial training
- Finance and investing
- Law firm accounting and profit structure
- Motivating others on the benefits of marketing
- Time management

Our Goal is to Help **You** Achieve Your Goals®

In addition to placement services, WCE also provides customized training and consulting services for law firms, including:

- **Marketing department assessments:** structure; staffing; utilization.
- **Marketing team development:** time management; project management; client service training; communication skills development.
- **Attorney business development training:** initiating and maintaining client relationships; networking; rainmaking for women lawyers; finding your own marketing style.

Let us know how we can help you achieve your goals!





Looking for a
new pond?

We can help you achieve your goals.

Fishing for a
great catch?

WISNIK INDUSTRY SNAPSHOT SURVEY

LEGAL MARKETING

SPRING 2009



Contact: Eva Wisnik
Wisnik Career Enterprises, Inc.
e: marketing@wisnik.com
www.wisnik.com