

WISNIK INDUSTRY SNAPSHOT SURVEY

LEGAL MARKETING

FALL 2010



Wisnik Career Enterprises, Inc.
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Our Goal is to Help **You** Achieve Your Goals[®]

Dear Friends of Wisnik,

We were very pleased that over 100 of you took the time to respond to our Legal Marketing Snapshot Survey for 2010. Your great response rate allowed us to collect very interesting results and we hope you find them helpful!

The hiring freeze has finally melted and law firms and their Business Development and Marketing departments grew again in 2010. This past year, over 60% of respondents' firms added positions, mostly in Business Development. The results showed that lawyers are asking more of their Marketing and BD professionals, especially in terms of customized marketing materials and RFPs. With high demand on marketing departments, 72% of respondents' indicated that their workloads have increased since last year! Many more of you are expecting raises and bonuses than last year; expectations increased to 60% from only 13% in 2009. Unfortunately, over half of you reported dissatisfaction with your current compensation packages and the most popular use of a hypothetical 150K budget increase was to raise salaries and bonuses.

In terms of the year to come, you said you would like further training in business development and technology. In addition, 85% of you think having a core competency model would help you hire and develop the best future talent.

The results of this year's survey indicate that 2010 has been a very busy year for law firm Business Development and Marketing departments. Based on how busy you all are, we hope that 2011 will bring you additional resources, including the right talent, training for your professionals, and the ability to compensate them and keep them satisfied.

We welcome your feedback to the findings in this survey and wish you success in the year to come. Please let us know how we can help you achieve your goals in 2011!



Eva Wisnik

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110 legal marketing professionals responded:

- 11 - Chiefs,
- 31- Directors
- 34 - Managers
- 24 – Specialists, Coordinator, Other

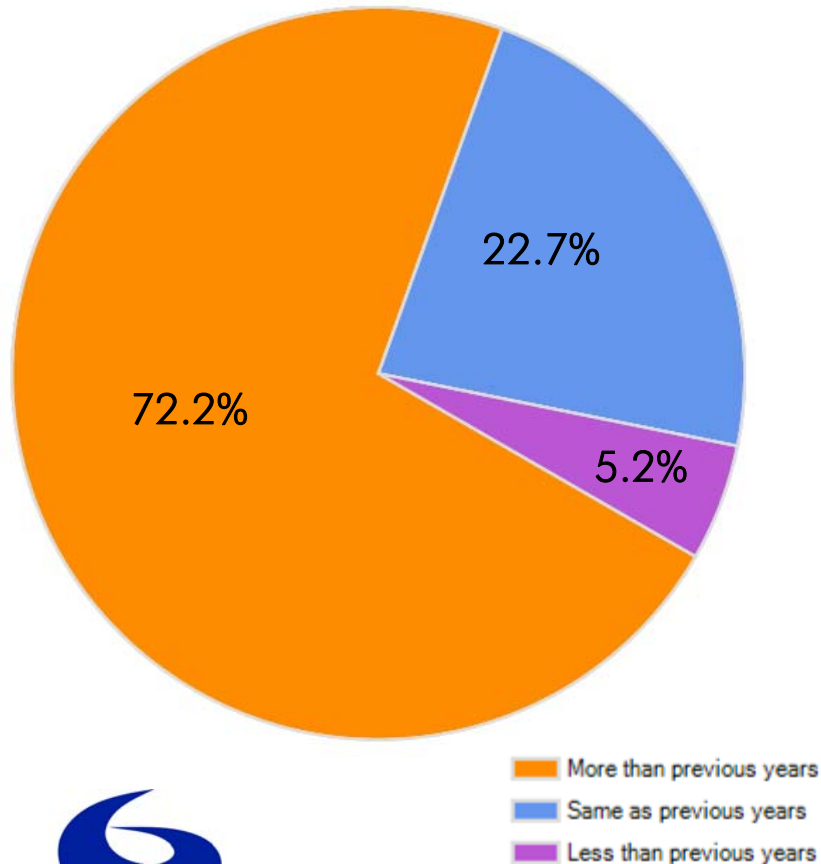
Where are they located?

CITY	# RESPONDENTS
New York	44
Washington, DC	23
Chicago	10
Atlanta	8
California	6
Texas	2
Boston	2
Other	15



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How does your workload compare to previous years?



What has been keeping you busy?

- "Very busy with pitches, proposals and customized RFPs"
- "Target business development plans for all teams and offices"
- "Alternative fee and project management"
- "CLE programs and events for clients"
- "Large volume of events and client communications"
- "Lots of coaching and training"
- "Rewriting and rebranding all collateral materials"
- "Improving processes and marketing technology to more efficiently respond to business development opportunities"
- "Huge increase in thought leadership efforts—newsletters, webinars, seminars, alerts..."



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In terms of Marketing/BD support,
what are your lawyers requesting most often?

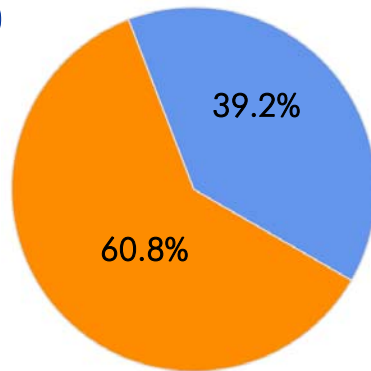
RESPONSE CATEGORIES	% RESPONDENTS In 2010	% RESPONDENTS In 2009
Assistance with BD/RFPs	86.6%	77.9%
Customized marketing materials	82.5%	53.2%
Information about clients	77%	50.6%
Assistance with PR/Media	41.2%	26%
BD Coaching	22.7%	18.2%



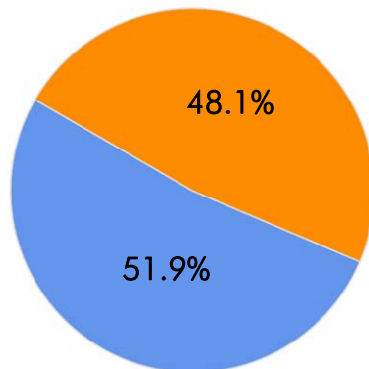
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Has your Firm added staff to your legal marketing department?

2010



2009



Yes
No

Top 3 Positions Added in 2010

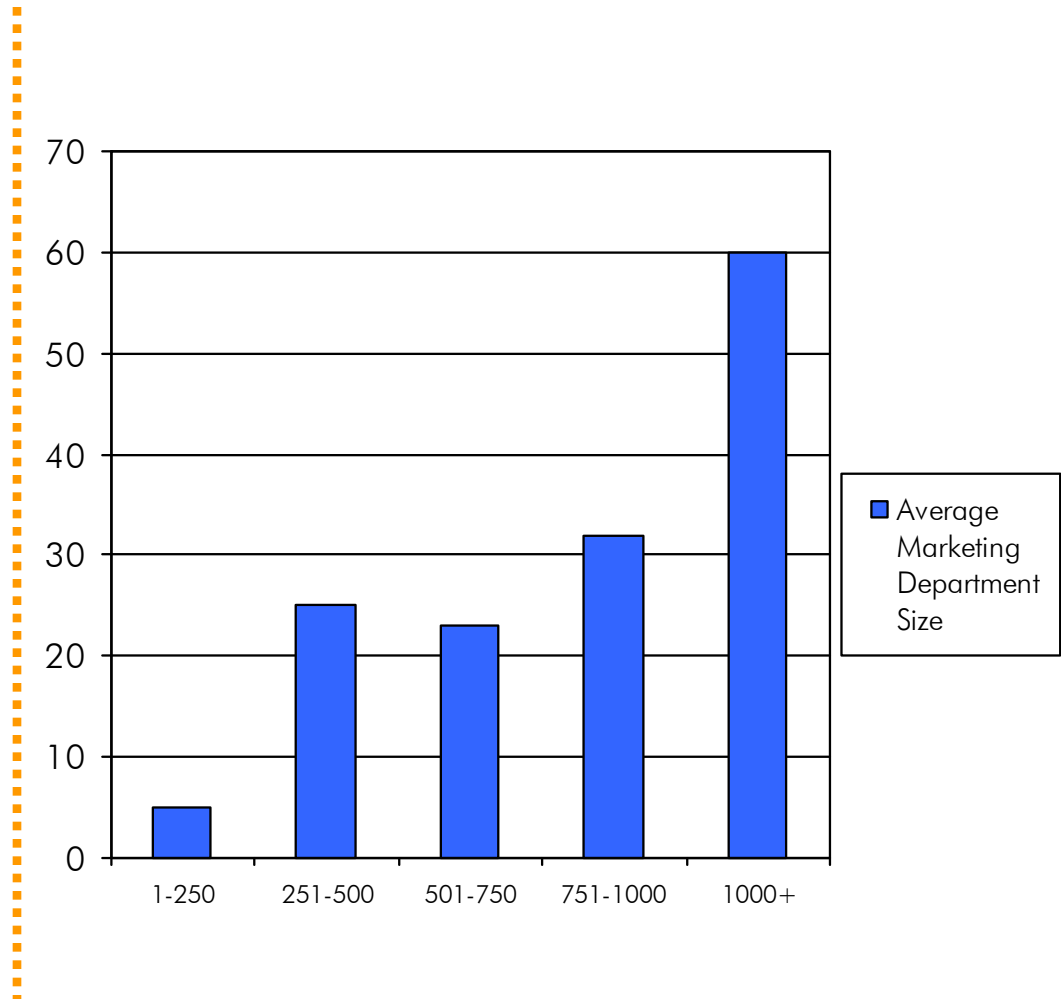
1. Business Development- 78%
2. Marketing Communications- 30.5%
3. Public Relations- 20.3%



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What is the average size of respondents marketing departments?

Firm Size by Attorney	Average Size of Marketing Department
1-250	5
251-500	25
501-750	23
751-1000	32
1000+	60



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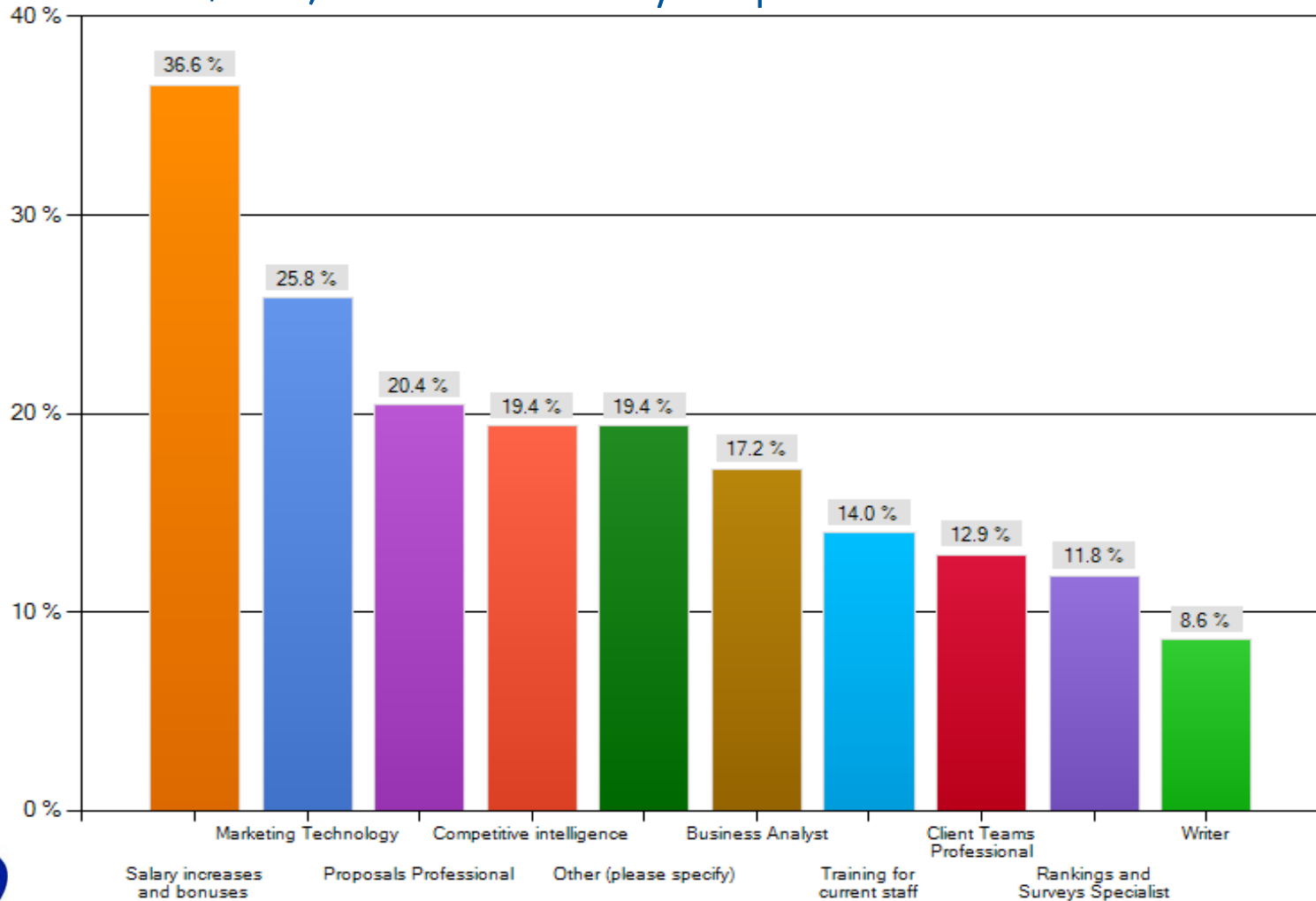
If you could have additional professional training, which area would you like it to be in?

TRAINING TYPE	% RESPONDENTS
Business Development	47.3%
Technology	33%
How to work with challenging personalities	23.1%
Writing skills	22%
Other including coaching skills and practice management planning	16.5%
Communications skills	15.4%



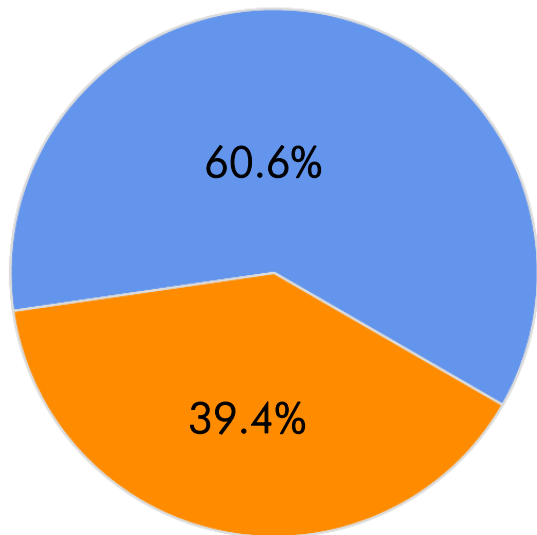
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If your department received an additional \$150,000 what would you spend it on?



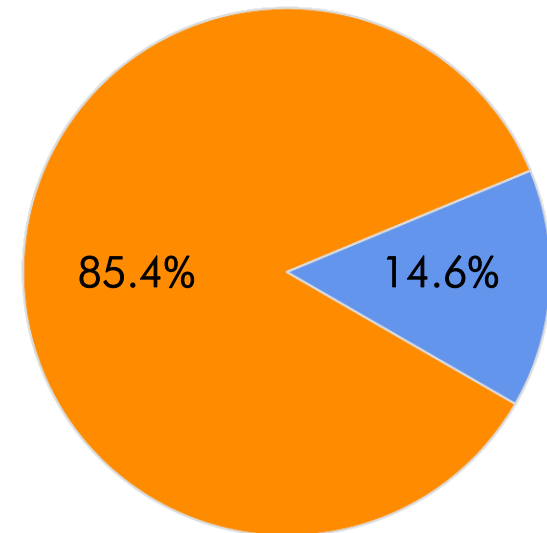
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Has your department identified a core competency model for success as a marketing/BD professional?



Yes
No

Do you think having a core competency model is/would be valuable in hiring and promoting your talent?

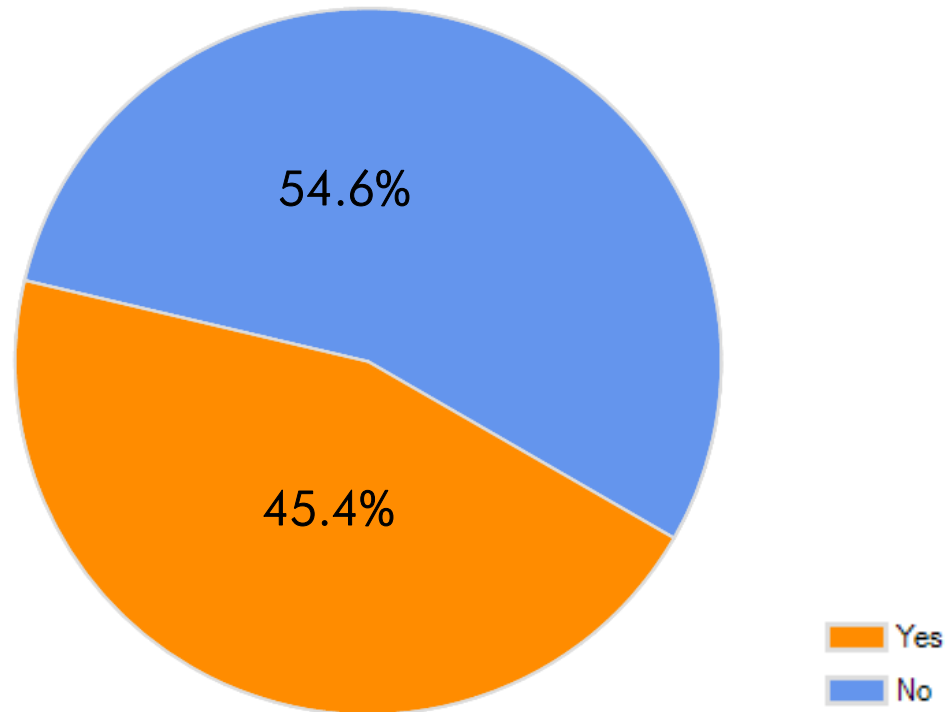


Yes
No



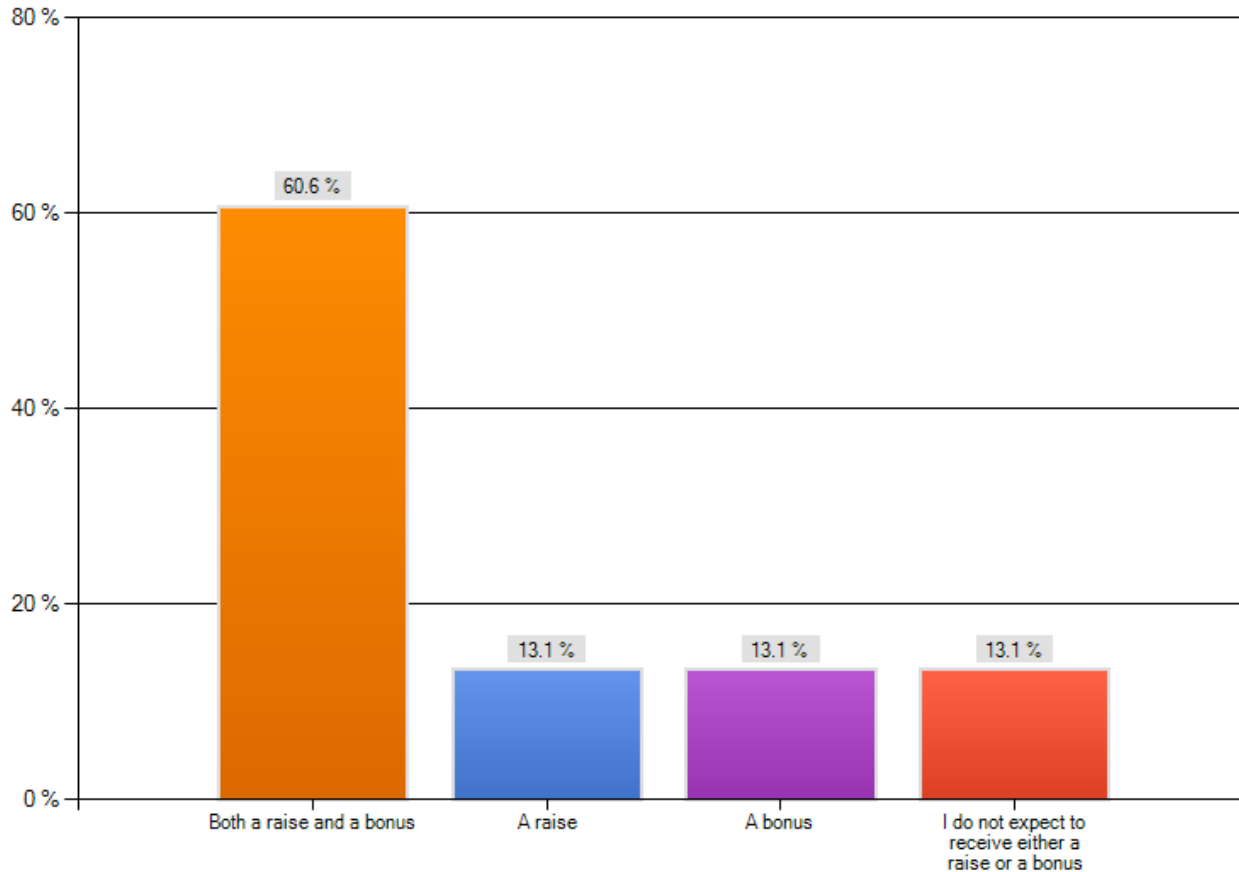
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Are you satisfied with your current compensation package?



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Which of the following are you expecting to receive this year:



Compared to 2009, when 13% of respondents expected both a raise and a bonus.



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