

**Special Excerpt:
What Do Clients Think About Law Firm Marketing?**

2011
Chief Legal Officer Survey
An Altman Weil Flash Survey



2011 Chief Legal Officer Survey: **Special Excerpt on Law Firm Marketing**

For the twelfth year in a row, Altman Weil, Inc. surveyed Chief Legal Officers (CLOs) on issues of importance in managing their corporate law departments. In one survey question, we asked Chief Legal Officers to rate the effectiveness of ten typical law firm marketing efforts.

Law firms that want to get on a Chief Legal Officer's radar screen for the first time should focus on personal attention and substantive content. The three strategies that received the CLOs' top ratings were personal contact, free training programs and written material demonstrating legal expertise. However, even the highest ranking activity rated only 6.7 on a 0 to 10 scale and a number of other standard marketing efforts scored very poorly.

It's still a buyer's market. CLOs are too busy and too pressured to consider anything less than serious, substantive approaches from law firms.

The Survey

The **Chief Legal Officer Survey** has been conducted and published annually by Altman Weil, Inc. since 2000, most recently in October 2011. One hundred and seventy six responses were received for the 2011 survey, 13% of the 1,355 corporate law departments invited to participate. Demographic and budgetary data on responding law departments is included in the survey report.

The full survey report is available online at www.altmanweil.com/CLO2011.

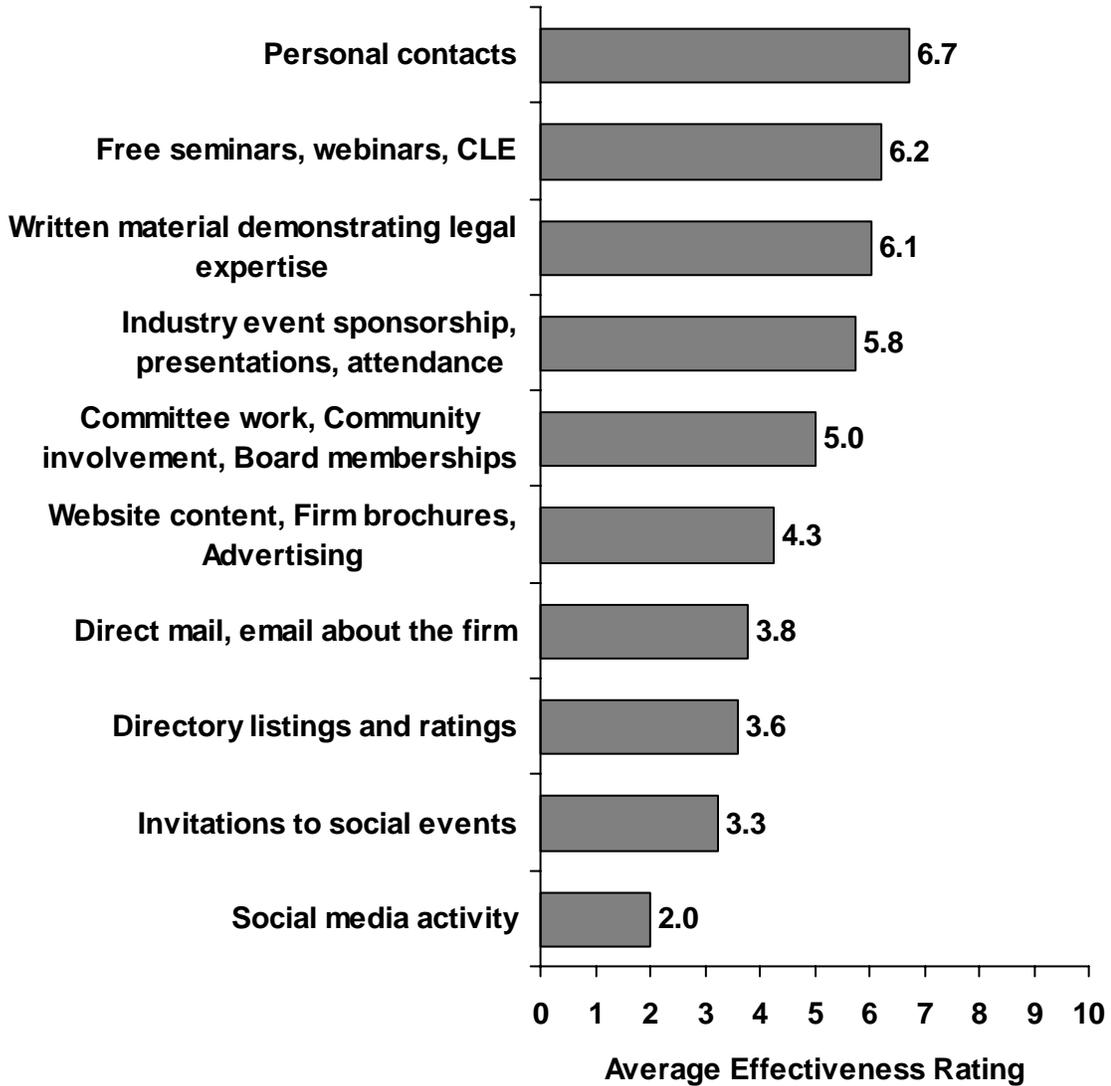
About Altman Weil

Founded in 1970, Altman Weil, Inc. is dedicated exclusively to the legal profession. It provides management consulting services to law firms, law departments and legal vendors worldwide. The firm is independently owned by its professional consultants, who have backgrounds in law, industry, finance, marketing, administration and government. More information on Altman Weil can be found at www.altmanweil.com.



Effectiveness of Law Firm Marketing

Please rate the following law firm marketing efforts based on how effective they are in getting a new law firm on your radar screen. Rate on a scale of 0 to 10 in which 0 = No effect and 10 = Extremely positive effect.



12a. Identify and rate any other law firm marketing efforts that you find noteworthy.

Top two responses:

- Spending time to understand our business: average rating 9.3
- Recommendations and reputation: average rating 7.8

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