10 Signs Your Law Firm's Marketing and BD Are Aligned

Farone Advisors

1. Clear reporting structure

Marketing and BD leaders have direct access to firm leadership, and the department org chart is clear as to who does what in terms of offices, practices and industries.

2. Defined roles between teams

Brand and revenue-generating roles are distinct, but work toward a common goal.

3. **A seat at the strategic table**

The department’s leadership is included in firm planning and strategic conversations, not handed decisions after the fact.

4. Shared goals and no silos

Marketing, BD, along with practices and industry groups and offices, share information constantly in order to produce more impactful marketing.

5. A realistic, protected budget

Resources are allocated thoughtfully and not the first line item cut in lean times. Having a budget tied to specific activities also allows marketing and BD professionals to say “no” to non-essential projects.

6. Metrics that everyone agrees on

Success is defined upfront, and the firm measures the KPIs that actually matter.

7. Partner buy-in and participation

Lawyers actively engage with marketing and BD members, rather than viewing them as detached.

8. Commitment to the right technology

The firm invests in integrated CRM, experience databases, and collaboration platforms. They also understand that part of that investment needs to be apportioned to populate data and maintain the systems.

9. **Consistent internal communications**

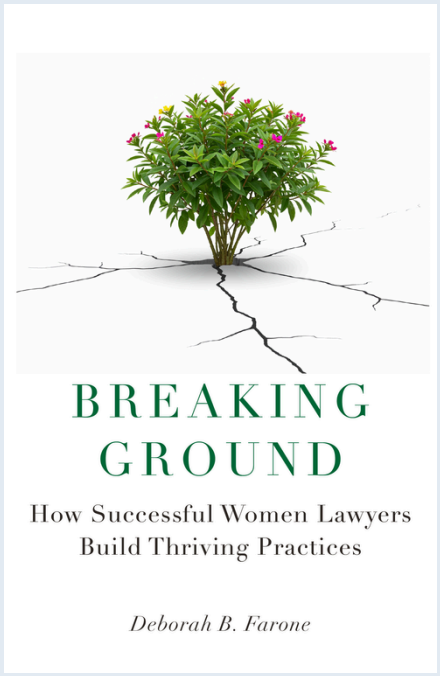
Priorities are shared clearly and in time for the marketing team to plan effectively. The role of communications is taken seriously by leadership, and multiple channels are maximized.

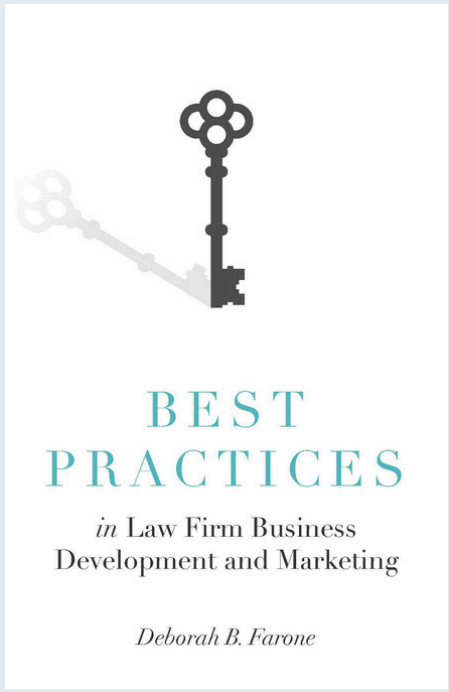
10. **Investment in development**

Staff have room to grow, strengthening retention and performance. The firm invests in programming for professionals who are not practising lawyers.

Reach out to discuss how to improve your business development and marketing departments.

Breaking Ground: How Successful Women Lawyers Build Thriving Practices and **Best Practices in Law Firm Business Development and Marketing**





Available on Amazon or through PLI at www.pli.edu/breakingground www.pli.edu/bestpractices

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