



2010 LAW FIRM MARKETING EFFECTIVENESS SURVEY SAYS WEBSITES ARE THE #1 MARKETING TOOL

What is the number one marketing tool firms report using to bring in new cases? Web sites, according to the 2010 edition of [Alyn-Weiss & Associates, Inc.'s](#) biannual marketing effectiveness survey.

Seventy-seven percent of corporate transactional and defense firms surveyed across the country said they get work directly and by referral through their Web sites. Twenty-three percent of firms employ formalized search engine optimization (SEO) programs. They also report they will be spending more money on SEO in the next 24 months.

Although the survey reports online tactics are bringing in work, Alyn-Weiss & Associates founder and president [Bob Weiss](#) reminds lawyers that the law is still is a relationship business.

“While having an effective Web presence clearly is a marketing best practice, the survey also shows the practice of law is still very much remains a business of personal relationships,” said Weiss. “What’s changing is how to develop and maintain professional relationships. The most successful firms employ a mix of new and traditional tactics to provide their lawyers with ample business development opportunities.”

While the survey reveals firms are increasingly embracing other search engine marketing tactics such as social media and pay-per-click advertising, traditional business development tactics such as seminars and presentations, trade and community group memberships and law firm networks still remain highly effective.

In addition to Web sites and SEO, the survey reports 61 percent of firms will spend more money on seminars and presentations in the next 24 months. Where do firms plan on cutting back? On the chopping block are Martindale-Hubbell, print advertising and client entertainment.

Alyn-Weiss is a Denver-based national professional services marketing firm specializing in writing and helping law firms implement marketing plans nationwide.

Alyn-Weiss conducts its National Law Firm Marketing Effectiveness Survey[®] biannually. This year, 120 local and regional firms completed detailed questionnaires about their current marketing, indicating among other things how much they have been spending and plan to spend in the future on marketing as a percentage of their annual fee volume. The 2010 survey also lists in rank order the comparative effectiveness of the 20 most commonly employed marketing tactics.

Contact Jessica Jaramillo at jaramillo@themarketinggurus.com to purchase a copy of this survey. Regularly sold for \$395, subscribers of the MPF E-Newsletter and TheRemsenReport will receive special pricing of \$99.

