

Kilpatrick Townsend Successfully Expands Thought Leadership Strategy with Key Insights from JD Supra Beacon Reports



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John Page, Director of Communications, Kilpatrick Townsend

When the communications team at Kilpatrick Townsend decided to create a content strategy that included a more robust self-publishing, thought-leadership component, they turned to a partner that they had been working with for years.

JD Supra offered the necessary tools for Kilpatrick’s communications team to take a data-driven approach to expanding and maintaining a successful content strategy that would increase the reach of their readership and ultimately generate more business for the firm.

Data a Key Driver to Supporting Change Internally

Any legal marketing professional knows that a major shift in strategy won’t get off the ground without building internal consensus, and internal consensus is primarily driven by actionable data.

The data contained with JD Supra’s Beacon Report was a key driver for the team at Kilpatrick in developing research-based buy-in among their constituents.

“Among other things, Beacon showed us that a firm with our reputation and size should be using additional avenues to create new content,” said John Page, Director of Communications at Kilpatrick. “It gave us the ability to pause and think about communications differently — gave us creative license to consider how we can enhance the firm’s drumbeat of visibility.”

Using a custom benchmark report, John and his team were able to analyze the impact of existing content that the firm and its thought leaders were creating on a daily basis and look for ways to escalate their efforts.

Objective Intel Leads to Action... and Success

"We are on track to more than double readership."

One action item that came from JD Supra's Beacon report was a content calendar where the team tracks every speaking opportunity an attorney has, every event the firm sponsors, every community-oriented happening where the firm is involved, etc., with speeches and presentations from these various occasions getting boiled down to into a few bullets and being used as the foundation of a new post in Kilpatrick's Thought Leadership Takeaway series.

The result?

"In 10 months we have already created about 50 of these Kilpatrick Townsend-branded takeaway pieces that JD Supra publishes and then we include on our website, social media, send to reporters, etc. We are on track to more than double readership."

Follow-Up Reports Demonstrate Impact

"JD Supra made it easy to show the impact of our new strategy via bespoke reporting and a benchmark of our own robust readership analytics."

As the partnership progressed, JD Supra provided Kilpatrick with a follow-up Beacon report in 2017 that tracked the results of their efforts thus far, revealing positive trends that showed that the shift in strategy was definitely the right decision for the firm.

JD Supra made it easy to show the impact of our new strategy...

John Page, Kilpatrick Townsend

"We are now starting several other Kilpatrick Townsend-branded series that JD Supra has supported through a valuable partnership that has helped to create greater visibility for our firm."

Says John of the partnership: "Convincing our attorneys that thought leadership does not have to be confined to an interview or writing an article for traditional media was much easier than I thought, thanks to these custom reports. JD Supra made it easy to show the impact of our new strategy via bespoke reporting and a benchmark of our own robust readership analytics."

