



## Breakout #1: Heralds of Means: Competing on a Modest Marketing Budget (Small & Midsize Law Firm Track)

Moderator



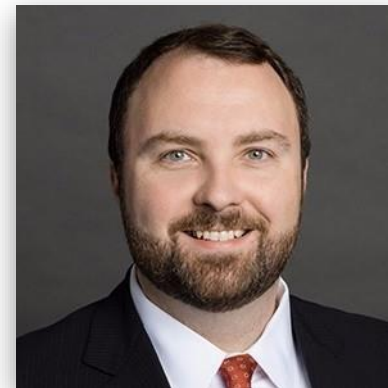
**Maggie T. Watkins**  
Chief Executive Officer,  
Maggie T. Watkins  
Consulting



**Tara A. Archer-Glasgow**  
Partner; Chair, Litigation &  
Intellectual Property  
Practices; Co-Chair,  
Marketing & Business  
Development Committee,  
Higgs & Johnson



**Chris Fritsch**  
President & Client  
Success Consultant,  
CLIENTSFirst  
Consulting



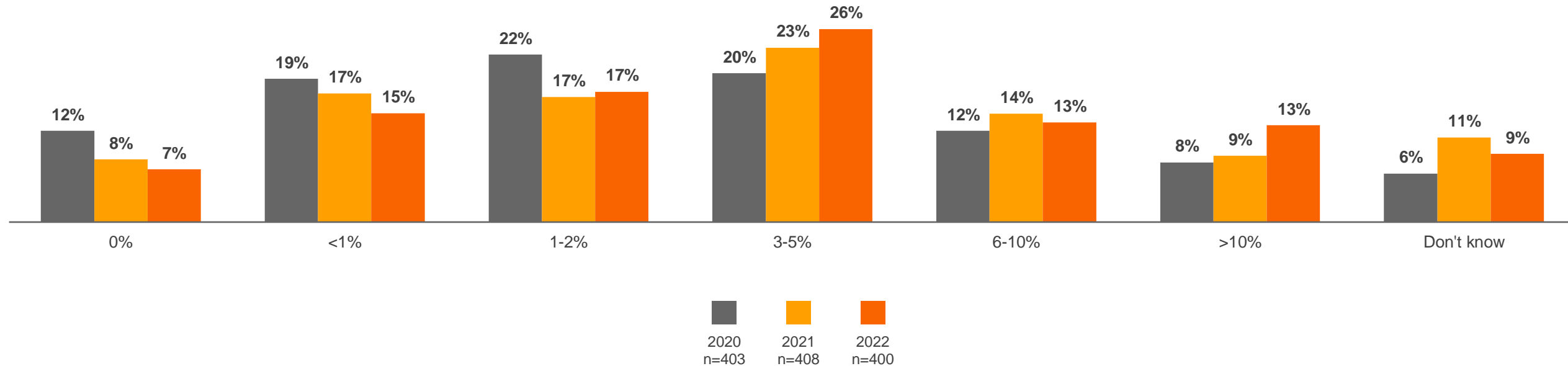
**Jason M. Mulgrew**  
Chief Business  
Development &  
Strategy Officer,  
Kleinberg, Kaplan,  
Wolff & Cohen, P.C.



**Amy R. Patton**  
Partner & Co-Chair,  
Marketing & Business  
Development  
Committee,  
Payne & Fears LLP

# Marketing Tactics: Percent Firm Expenses Spent on Marketing and Advertising

Year-over-year, marketing and advertising spend is growing.



Q35. Of your firm's total expenses, what percentage of expenses at your organization is represented by marketing and advertising today?

Thank you for attending!





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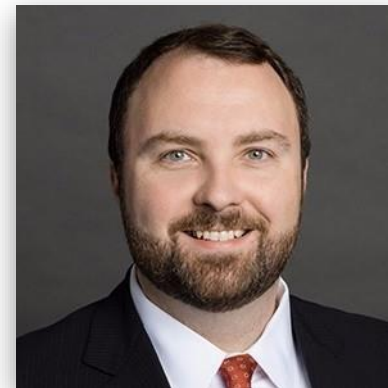
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