



Partner Talk #4: Divine Intervention: Rethinking Go-To-Market Strategy in Law Firms



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Divine Intervention: Rethinking Go-to-Market Strategy for Law Firms

Phil Thurner, Chief Executive Officer
Ben Chiriboga, Chief Growth Officer

AGENDA:

- Why are today's go-to-market strategies failing to capture demand?
- Are today's marketing strategies hurting law firm brand?
 - Is there an alternative to the today's current "go-to" model?

1

"Let's do some networking at legal events."



2

"Let's make sure we ask clients for referrals."



3

"Let's buy some marketing automation, that'll make marketing more efficient and cost less."



4

"Let's do some marketing, so more people outside our network know about us!"



"Let's get a business development team so that our marketing leads turns into clients, faster."



5

"Let's buy a CRM! That'll make sure we capture all our relationships, across the entire law firm."



6

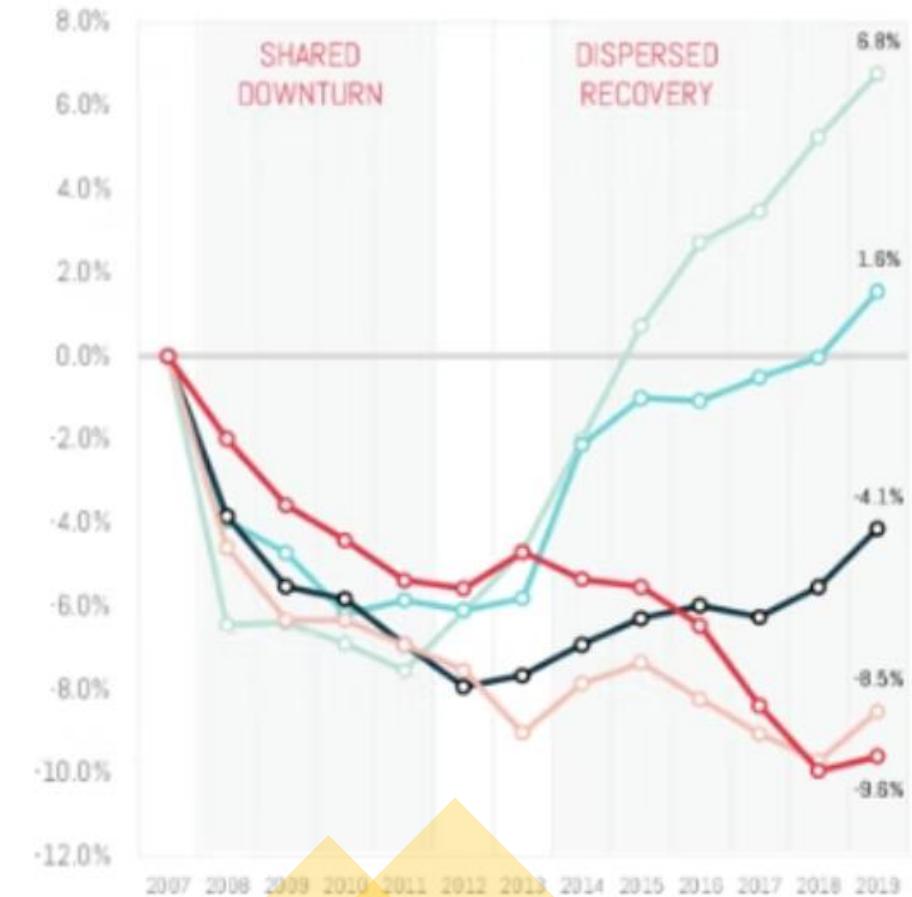
"Let's align our Marketing, BD, and legal teams and make sure everyone's working on the best clients. Let's get Nexl's Revenue Operations Cloud."



7

Post-GFC “recovery” was loooong (and unevenly spread)

AM LAW 200 / QUINTILES BY REVENUE PER LAWYER, 1998 – 2019 / INDEXED TO 2019 (\$)





Why are today's go-to-market
strategies not capturing demand?

54% of all emails are classified as spam.

47% of emails are discarded based solely on their subject line.

>20% of marketing emails never make it to a subscriber's inbox.



Don't count the people that you
reach, reach the people who count

— *David Ogilvy* —

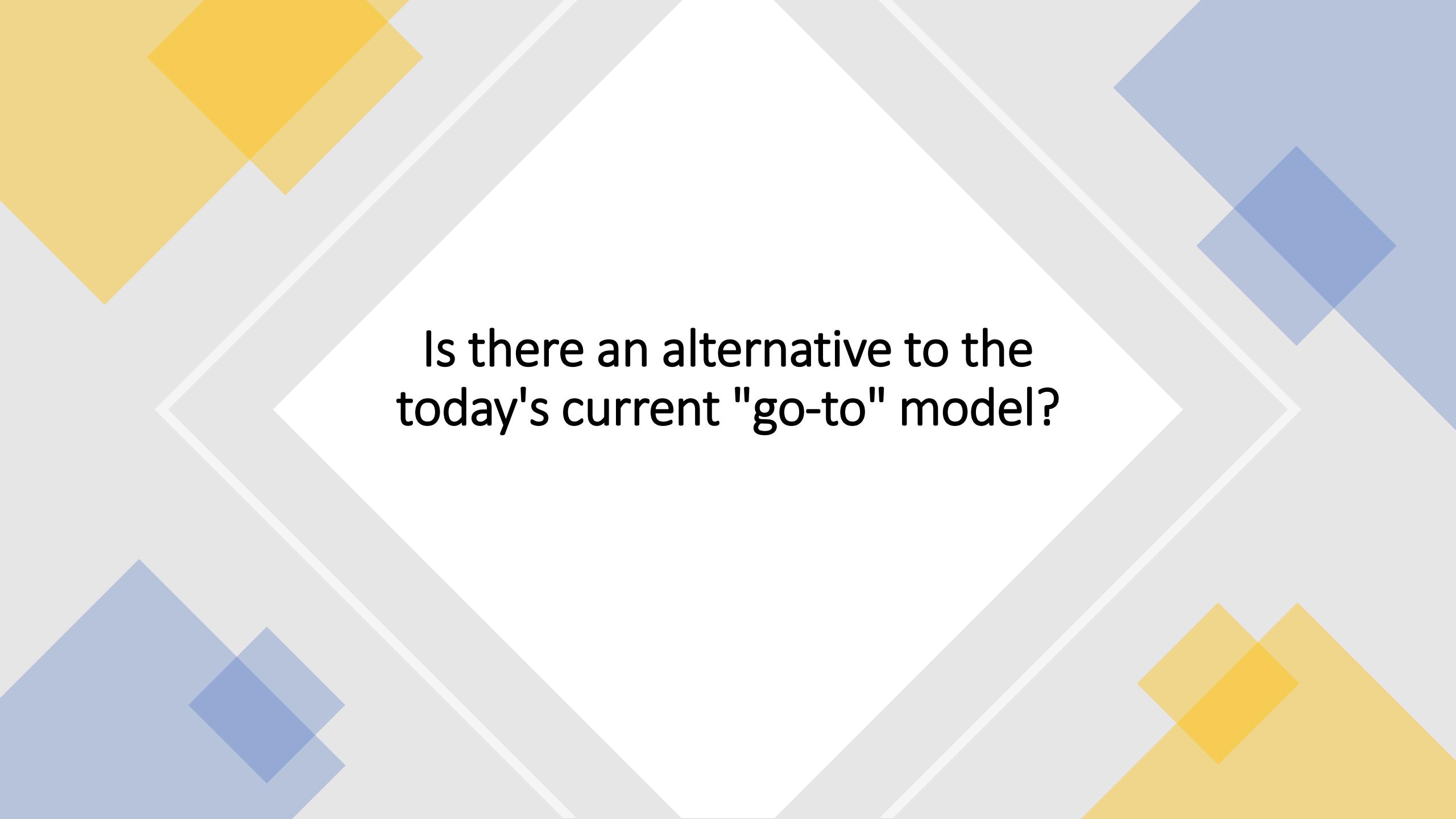
AZ QUOTES



Are today's marketing
strategies *hurting* law firm
brand?

"I get the same regulatory update from my 50 law firms. I don't read any."

- General Counsel, Fortune 50 Company



Is there an alternative to the
today's current "go-to" model?

Traditional Marketing



Account-Based Marketing



“We are seeing really great results for clients that employ an account-campaign-based approach driven by compelling content that blends...greater awareness of services, direct engagement with clients through the use of thoughtful content, and targeted client development efforts.”



Jeffrey Berardi · 1st 

Former CMO, trusted advisor to the legal industry, and partner at Baretz+Brunelle

Greater Boston · [Contact info](#)



Guy Alvarez · 1st 

Digital Marketing | Social Media | SEO | Content Marketing | Legal Marketing



"The message that you show send [prospective clients] should be specific to what business issues or challenges they are facing...Professional service firms like the Big Four accounting firms and B2B tech firms have gained a competitive edge by adopting an ABM [or client based] marketing strategy."

Ultimate Guide to ABM for Law Firms

Account-Based Marketing (ABM) allows you to align your lawyers, marketing and business development teams to develop stronger relationships, promote long-term business growth and boost revenue.



Google= MPF + Nexl

<https://nexl.cloud/resources/MPF/>