

# Trends to watch in 2023

## Law Firm Marketing and Business Development

# Click on each tile to learn more



## Content Strategies



Enhance the Digital Customer Journey



## Rule of 5



Increase Revenue, Loyalty, and Referrals



## At-Risk Programs



Identify At-Risk Clients Early and Often



## Voice of the Client



Engineer New Ways to Understand Client Satisfaction

Click on each tile to learn more



## Strategic Account Management



Adopt Strategic  
Best Practices;  
Expand Beyond Legal



## Pitch and RFP Analytics



Spearhead Analysis of  
Electronic Pursuit Analytics  
to Improve Win Rates



## Client-Facing Roles



Pioneer Roles that  
Remove Barriers Between  
Sales and Marketing