

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