

How to Get Noticed in the Legal Industry

*Leveraging Marketing Initiatives
to Keep You Ahead*



*Dataflight Software Partners in Excellence Conference
October 11th, 2005
San Diego, California*

Jobst Elster

Marketing Planning

- Planning is ongoing; enables proactive communication and marketing efforts
- Articulate business goals, market conditions, client and prospect demands
- Establish a marketing framework
 - Begin with positioning, messaging and value proposition
 - Evaluate basic vehicles such as trade shows, collateral and limited PR



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Marketing Planning

Positioning

“Companies attempting to ‘position’ themselves first need to take a position. Optimally, it should relate to something their market actually cares about.”

Cluetrain Manifesto



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Marketing Planning

Positioning

- Articulate what you stand for. What sets you apart? Give 5 reasons why anyone should buy your technology.
- Then ask your customers what you stand for. What sets you apart? State 5 reasons why they bought your technology.
- Develop main messages that address business needs for customers, prospects, partners, and other stakeholders.
- Include consistent messages in all marketing touch points, internally and in all external communications.



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Marketing Delivery

Discover the integrated marketing approach

- Leverage the web, trade shows, PR, collateral, seminars, speaking engagements and other vehicles in unison to achieve maximum results
- Your marketing is only as strong as your weakest measure
- Curb additional marketing spending based on concise and effective communication



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Marketing Delivery

The increasing value of PR

- Advertising is what you pay for; PR is what you pray for
- PR is characterized by:
 - Depth of information (stuff vs. fluff)
 - Relationships/two-way communication
 - Third-party credibility
 - Cost-effectiveness
- PR enables “thought leadership”

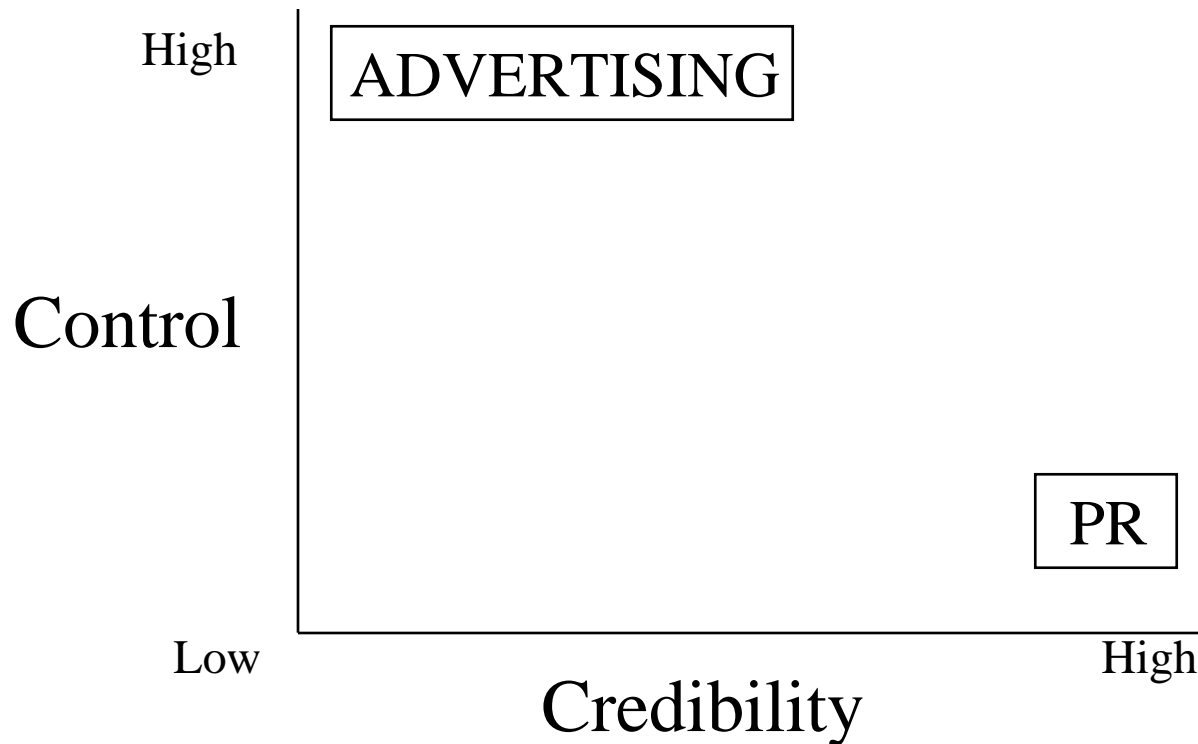


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Marketing Delivery

PR vs. Advertising



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Ranking PR Impact

Thought Leadership Impact

1. Industry articles (including “expert quotes”)
2. By-lined articles
3. Media briefings
4. White papers (not sales-focused)
5. Case study
6. Product reviews

Product Credibility Impact

1. Product reviews
2. By-lined articles
3. Case study
4. White papers
5. Media briefings
6. Industry articles

Sales Momentum Impact

1. Product Reviews
2. Case study
3. By-lined articles
4. White papers
5. Industry articles
6. Media briefings



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Marketing Delivery

What doesn't work

- Sending out one press release a year
- Showing up at trade shows without a plan
- Not following up immediately with sales leads
- Placing occasional ads and expecting results
- Having your sales team dictate marketing deliverables
- Delivering marketing programs without sales input
- Not involving your clients and prospects in the product and marketing loop
- Asking for client feedback and not acting on it



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What works

- Consistent press release program with follow-up
- Setting measurable trade show goals; use results to determine future involvement
- Qualify leads ahead of time, and follow-up within 72 hours
- Only run ads if you are committed to sticking with it
- Balance sales' needs with broader product and corporate marketing objectives
- Proactively communicate with clients; seek product feedback and enhance the partnership



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Marketing Measurement

- Measure what you market
- Use measurement to determine future activities (e.g., trade shows)
- Evaluate marketing efforts 2X/Year and make adjustments
- Measure success based on your clients expectations, not yours



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