

2017

STATE OF **DIGITAL** & **CONTENT MARKETING** **SURVEY**

FULL RESULTS AND ANALYSIS



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INFORMATION OVERLOAD

When we began developing the 2017 State of Digital & Content Marketing Survey, the sixth in seven years published by Greentarget and Zeughauser Group, we had two important goals. We wanted to learn whether — and the extent to which — in-house counsel feel overwhelmed by the content and information coming at them each day. And we hoped to better understand the degree to which law firms might be contributing to the problem.

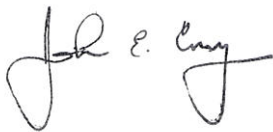
Sure enough, almost all in-house counsel say information overload is a problem, and a strong majority of law firms still don't have documented content strategies — even though they almost universally plan to produce more content this year.

In light of that disconnect, we decided to go beyond simply reporting our findings to provide clear and actionable guidance, drawn from some of the industry's leading marketers and strategists. The 10 experts we interviewed provided a wealth of insights on content strategy — and on distribution, which is every bit as vital as the content itself.

We'd like to thank those experts, as well as our survey respondents. Your collective contributions helped form what we believe can serve as a content-strategy guide for law and other professional services firms in the coming months and years.

The world is changing, faster all the time. But by sharing our wisdom, creativity and experience, we steer through the challenges. And together, we can drive a smarter conversation.

All the best,



John E. Corey
President & Founding Partner
Greentarget

A ROARING SEA OF NOISE — AND HOW TO RISE ABOVE IT



In-house counsel are drowning in content, and law firms are piling it on, according to the 2017 State of Digital & Content Marketing Survey. Even as in-house counsel get more selective about where they get their information, most firms still haven't committed to a strategic and documented approach to the content they produce or how they get it in front of their key audiences.

In this year's survey, for the first time, we asked in-house counsel outright: Just how big of a problem is information overload?

The results were almost unanimous. Ninety-six percent of in-house counsel say information overload is a problem in consuming information about business, industry and legal topics. And 76 percent say it is a big problem or somewhat of a problem.



**OF IN-HOUSE COUNSEL SAY THAT
INFORMATION OVERLOAD
IS A PROBLEM**



Barbara Taylor, chief marketing officer at DLA Piper, summed up the situation, recalling the 20 years she spent as an in-house counsel.

"I received a lot of law firm content," she says. "And I deleted a lot of it."

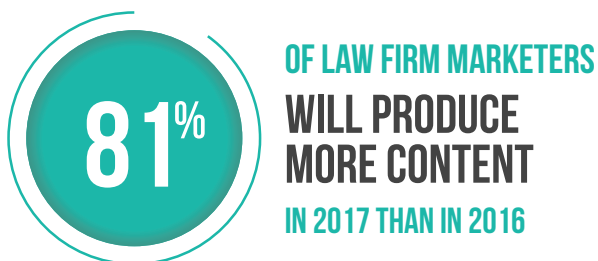
It may seem obvious in a world where we all have endless streams of information rushing at us wherever we go, but we believe the survey results provide definitive proof that law firms must act strategically and focus their resources on giving in-house counsel something of value. Doing so provides the only hope to rise above the noise and compete for clients' attention and trust.

"Fundamentally, the discussion should be about providing the right content to the right people and making sure it is relevant and actionable," says Chris Hinze, global head of communications at Hogan Lovells.

PLENTY OF CONTENT, NOT ENOUGH STRATEGY

Law firm marketers are well aware that their clients feel overwhelmed with information. All those we surveyed said it was at least a small problem for their clients. But that awareness isn't slowing the flow of content.

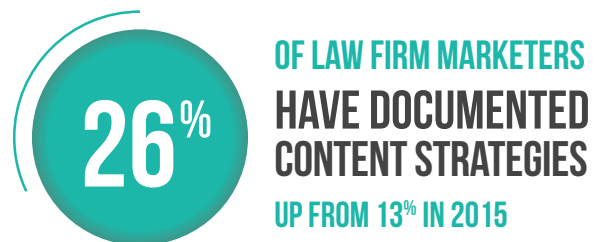
Eighty-one percent of law firm marketers say they will produce more content in 2017 than in 2016. None say they will produce less — just as in our 2015 survey. Further, 98 percent say their content budgets for 2017 remained the same or increased from 2016, also tracking our 2015 findings.



The rising tide of content is also evident in the swelling population of firm-branded blogs generated by the Am Law 200. Those firms produce approximately 2,000 blogs today, up from nearly 300 when we conducted our inaugural survey in 2010 and about double the total of just two years ago, according to LexBlog.

Of course, more content isn't necessarily a problem in itself. What's troubling is the lack of a corresponding — and, we believe, crucial — increase in strategic thinking about content.

Just 26 percent of law firm marketers say they have a documented content strategy. That's up from 13 percent in 2015 — an encouraging improvement, but it still leaves an alarming three out of four firms without a documented content strategy, even as most of them appear determined to create more content.



It's true that 45 percent of this year's respondents say they have a content strategy that's not documented — the same level as last year — but we don't consider that a solid foundation for an effective content program. Law firms also lag the pace of strategy adoption among content marketers, generally. 2017 research by the Content Marketing Institute found that 37 percent of business-to-business organizations have a documented strategy.

Meanwhile, law firm marketers face the same set of challenges in producing content as in past years — coaxing engagement from attorneys and lack of staff time. Again, this could speak to the lack of strategic commitment — firms are producing more content, but without a clear strategy they are unlikely to get the resources or the buy-in they need to move the needle on business goals.



Given the scarcity of time and resources, many law firm marketers may reasonably argue that conceiving and drafting a content strategy feels unrealistic. In that situation, a simple but effective first step can be to step back and consider what content has the most value to key audiences — in most cases, clients.

“A takeaway for me is that there has to be — or, at least, it’s really advantageous to have — collaboration with clients on what they’re looking for,” says Kip Guthrie, chief marketing officer at Perkins Coie.

Perkins created its popular Food Litigation Blog in coordination with a firm client. Starting off with that validation raises the chances for successful engagement and for obtaining the resources necessary to sustain the effort.

The Food Litigation Blog also has gained traction internally, Guthrie says. This represents another key element in content strategy for law firm marketers, who must grapple with the complicated dynamics of the partnership structure. Following what we call the 80-20 rule, we advise firms to allocate their greatest energy, resources and creativity to their most strategic areas (the top 20 percent) — while recognizing it is difficult for marketers to say “no” to other practices and attorneys.

“We always want to be available to lawyers who have ideas for firm alerts or placed articles or potential commentary — the more tried-and-true approaches for engaging clients and prospects,” Guthrie says. “But we also have control, through the marketing budget, on where to invest in more substantive and creative thought leadership vehicles that align with the strategic plan. Those will be bigger expenditures of time and budget, and we confirm with firm leadership that they’ll be our focus.”

WHAT IN-HOUSE COUNSEL ARE READING — AND WHAT THEY TRUST

Especially in an era of so-called fake news, in-house counsel continue to give traditional media (e.g., *The Wall Street Journal*, *The Economist*) the highest marks for credibility as sources of legal, business and industry news and information. Blogs scored highly as well, improving from 65 percent in 2015 to 75 percent this year.

Those blogs, of course, are part of the wide array of content produced by law firms — which is apparently rising in credibility for in-house counsel, but only to a point. Fifty-two percent of in-house counsel ranked firm content very good to excellent in 2017, up from 43 percent in 2015. The next range, satisfactory or better but not quite very good, actually fell to 42 percent from 49 percent in 2015. It’s possible that this shows some firms — perhaps those with more defined content strategies — are separating themselves from the pack while others languish.

Blogs, however, aren’t the most valued content created by law firms, according to in-house counsel. Client alerts remain in the top spot at 87 percent, followed by practice-group newsletters at 67 percent, with social media posts at the bottom of the list at just 4 percent. That’s important to consider when compared with how law firm marketers are using their budgets. Seventy-six percent say they are spending on client alerts and 50 percent on client newsletters — but 91 percent are investing in social media. One explanation is that firms’ methods for client alerts and newsletters are part of well-established practices, whereas social media sharing and amplification is more time-intensive and expensive.





LINKEDIN'S CONTINUED DOMINANCE OF SOCIAL MEDIA

LinkedIn continues to dominate in-house counsel social media habits. This year, 73 percent of in-house counsel said they had used it for professional reasons within the past week, up from 68 percent in 2015. Only 32 percent had used Facebook in that timeframe, down slightly from 37 percent in 2015 — and if they did use it, it was often a way to get a sense of outside counsel on a personal level. Wikipedia was the only other social networking or new media tool that more than 40 percent of respondents had used in the past week. LinkedIn was also the only social media platform considered particularly credible. In-house counsel say that when reviewing profiles of outside counsel on LinkedIn, they focus on “experience and relevant client matters” more than any other criteria.

In-house counsel are becoming only slightly more engaged on social media, sticking to the silent listener role they’ve had for the past several years. Regarding LinkedIn, almost 50 percent say they use it to consume information and only 7 percent say they use the platform to share information. This is something law firm marketers should consider, especially because far more of them are training lawyers about sharing content (91 percent) than on articulating experience in client matters (48 percent). While articulating client experience was a training focus in recent years, firms are now turning to emphasizing cultures of sharing (largely on LinkedIn) by leveraging outside attorney networks.





GUIDANCE FOR LAW FIRMS

WHAT FIRMS NEED TO DO — **AND DO SOON**

In light of the challenges and opportunities revealed by our 2017 report, and drawing on insights from some of the leading thinkers, marketing officers and content strategists in the space, we've split our guidance into two related categories — content strategy and distribution.



“CONTENT IS KING, BUT DISTRIBUTION IS QUEEN,
AND SHE WEARS THE PANTS.”

— Jonathan Perelman, head of Digital Ventures at ICM Partners

CONTENT STRATEGY

CREATE A DOCUMENTED CONTENT STRATEGY

Research by the Content Marketing Institute has consistently shown that marketers get better results from content when it's part of a documented strategy. So why do just 26 percent of law firms have one?

To be sure, some law firm marketers might not think there are enough hours in the day to put a strategy on paper. BTI Consulting reported in April 2017 that too many law firm "CMOs have no time for the strategic" even though "[t]hought-provoking strategic work provides the fuel to make dealing with the urgent easy. Take away that fuel and all of a sudden you are running on empty."

Content strategist Chris Collette says without a documented strategy that reflects a business strategy, content is unlikely to achieve an actual goal.

"Content in and of itself is great," he says. "But if it's not helping to advance business goals — we can all go home."

BUILDING BLOCKS: PURPOSE, BUSINESS STRATEGY

In his book "I Have a Strategy (No You Don't)," Howell Malham provided the five pillars for a strategy: a purpose; a plan, a sequence of actions or tactics; a distinct, measurable goal; and a narrative.

A purpose might be the most important, because it identifies what you hope to achieve through your content and thought leadership. As Malham says, it's good to be grandiose here — as firms should think beyond basic business goals like increasing revenue. In content strategy, thinking about the benefit to audiences is a good way to find your purpose.

A content strategy should differentiate. One CMO at an Am Law 50 firm was adamant that a content strategy only works if it flows from the overall business strategy (or the strategy of practice groups or subgroups). "Otherwise, you're just shooting in the dark," he says. And, just like the firm's business strategy, a content strategy should be differentiating and benefit-oriented to help content stand out from the clutter of information.

“CONTENT IN AND OF ITSELF IS GREAT, BUT IF IT'S NOT HELPING TO ADVANCE BUSINESS GOALS — WE CAN ALL GO HOME.”

— Chris Collette, a content strategist at Clarity

“ WITHOUT ‘TILTING’ YOUR CONTENT JUST ENOUGH TO TELL A TRULY UNIQUE STORY, YOU RISK BLENDING INTO THE REST OF THE NOISE AND BEING FORGOTTEN.”

— Joe Pulizzi of the Content Marketing Institute

ONE STRATEGY DOESN'T FIT ALL

An overarching, firm-wide strategy might appear less daunting for a 40-lawyer regional firm or boutique with a more narrow focus. But such a strategy will look different for larger multi-specialty, multinational firms targeting multiple audiences across several practices and sectors. For those firms, the overarching piece is about articulating the important role content needs to play in terms of helping the firm empathize with and add value to specific audiences. In this way, it provides the strategic overlay from which more focused, audience-driven content plans can flow at the practice group and sector level.

“Strategy for us will most likely come at an industry sector or practice area level,” says Hogan Lovells’ Chris Hinze. “You need to look at what is relevant to the individual general counsel and their other team members, who may have specialist roles, and make sure what you are producing is targeted to the right people.”

FIND YOUR TILT

As Joe Pulizzi of the Content Marketing Institute has said, “Your content tilt is what separates you from everyone else in your market area. It’s your unique perspective on your content niche, which creates an opportunity for you to attack, lead and, ultimately, own the category. Without ‘tilting’ your content just enough to tell a truly unique story, you risk blending into the rest of the noise and being forgotten.”

Data and advanced analytics can help in this regard, says Adrian Lurssen, co-founder of JD Supra. As an example, he says JD Supra’s reader data has shown that energy executives are extremely interested in information about cybersecurity — even though there’s relatively little information available on how that issue impacts their industry. Instead, the executives have turned to coverage of retail, which has stronger thought leadership on cybersecurity issues. “Some law firm could easily come along and talk about how large multinationals in the energy sector should be thinking about cybersecurity today,” he says. “That would be well received by a targeted readership and at the same time, show that the firms know their business — and that’s what GCs want.”



DISTRIBUTION

DISTRIBUTION BEGINS AT CONCEPTION

When it comes to distribution, it's important to identify the intended audience as early as possible — even before the content is drafted. DLA Piper's Barbara Taylor said if a corporate lawyer reached out to write a bylined article about changes to the securities laws, her team would look for ways to position the article — before it's drafted — with a sector-specific audience like life sciences.

"We try to do this with all of our writing — and we emphasize why the news matters," she says. "And it could end up being a variety of pieces for smaller audiences in certain sectors."

The content is then distributed to readers — through targeted email alerts, LinkedIn and other avenues — who are most interested in the news and the firm's analysis. Even if that kind of coordination isn't possible early in the drafting of the article, the most affected readers are identified for targeted distribution, Taylor says.

WHERE AND WHEN

Time and again, in-house counsel show they trust traditional media, client alerts, newsletters and blogs delivered via LinkedIn and email. Beyond that, it's important to know when, exactly, they're most likely to find content. This ties into what is considered the "Holy Grail" of content marketing — getting the right content to the right audiences at the right time.

Studies have shown that in the business-to-business space, it's also important to reach readers on weekday mornings, before and during their commute, starting around 5:30 a.m. Eastern. Content that's popular can then snowball if readers share it on social media.

While LinkedIn might be the best social media channel to get in front of in-house counsel, law firms should realize how and with whom other channels work best, Jay Plum, senior manager, content marketing and communications at Morrison & Foerster says. "When we look at recruiting efforts and try to engage law students, we have to remember that students are likely more engaged on Facebook than LinkedIn."

PERSONALIZE — BUT ONLY IF YOU CAN DO IT AUTHENTICALLY

One CMO from a multinational law firm who asked not to be identified recounted how, both when she worked in industry as well as now, she employs dozens of rules in her inbox to organize emails. But they stack up, and she rarely gets through most of the emails in various folders. To stand out, she says, the content needs to be compelling — and personalized when appropriate.

"Maybe the email begins, 'Dear Mike — the article below might be of interest to you because you keep track of trade policies that affect fisheries off the Nova Scotian coast,'" she says.

“WHERE YOU MEET YOUR READERS IS MORE UP TO THEM THAN UP TO YOU — AND ONE CONSEQUENCE OF THAT IS THE SUBJECT LINE OR HEADLINE IS EVERYTHING.”

— Adrian Lurssen, co-founder of JD Supra



To do that, firms need to devote resources to creating compelling content and to knowing which readers are interested in which topics. Some firms have built extensive departments to manage mailing lists, employing manual data management as well as individuals with technical expertise.

WHY HEADLINES MATTER

Even if firms develop strong, tightly focused content and get it to the right people, there's still the matter of getting them to read it. JD Supra's Lurssen and Hogan Lovells' Hinze both pointed to the importance of compelling headlines that will either get readers to call up content immediately — or to flag it to read later.

"In business development, we hear about the buyer's journey," Lurssen says. "Now, in the Information Age, thanks to digital technology it's also the reader's journey. Where you meet your readers is more up to them than up to you — and one consequence of that is the subject line or headline is everything."

MAKE SURE TO EVALUATE AND EXPERIMENT

After identifying big-picture objectives, firms should map out shorter-term tactics for the coming three to six months, says Angela Petros, chief marketing officer at Morrison & Foerster. The firm regularly uses data to evaluate its tactics. Petros noted the strong engagement with the firm's pro bono and diversity-related content, and the firm expanded the approach to other topics.

"We quickly discovered that it wasn't only content that showcased the firm's unique culture and community involvement that did well," she says. "Our decision was data-driven — we looked at what was working well and did more of it."

“ IN AN ERA OF INFORMATION OVERLOAD, STRATEGY BRINGS CLARITY AND THE ULTIMATE OPPORTUNITY FOR FIRMS IS TO BRING THE RIGHT CONTENT TO THE RIGHT AUDIENCES AT THE RIGHT TIME ON THE CHANNELS WHERE (AND WHEN) THEY CONGREGATE.”

— John Corey, founding partner at Greentarget





2017 REPORT

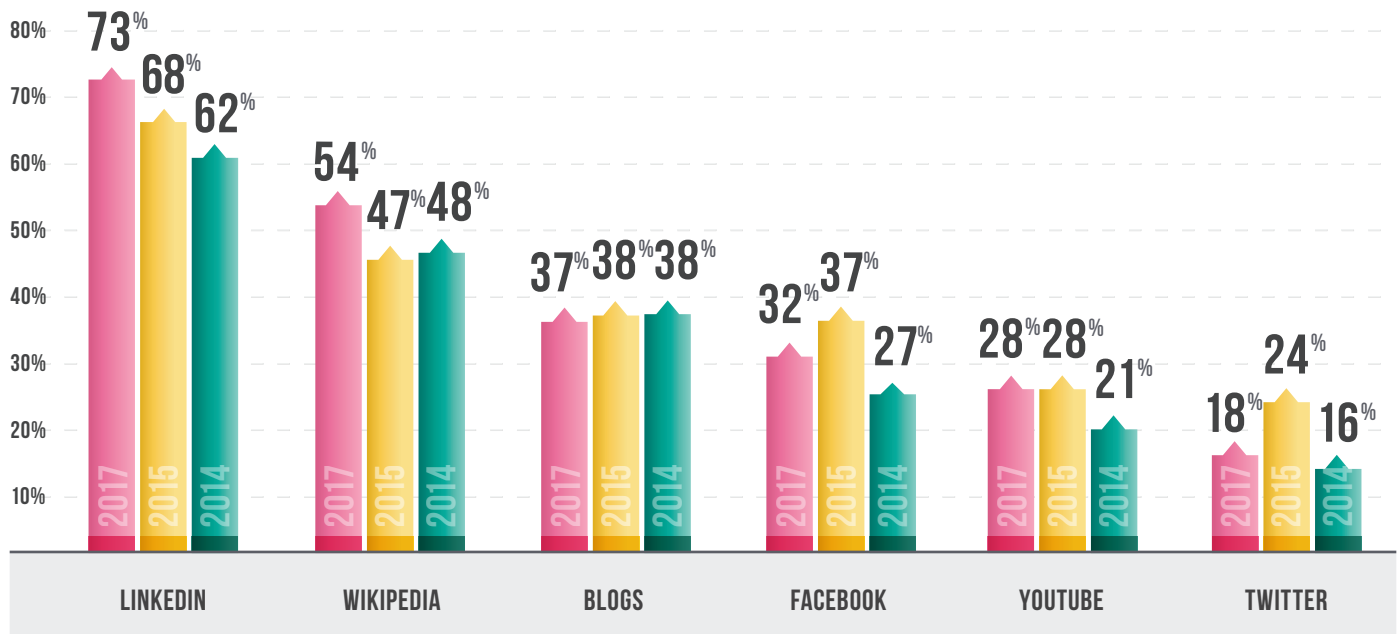
IN-HOUSE COUNSEL RESULTS



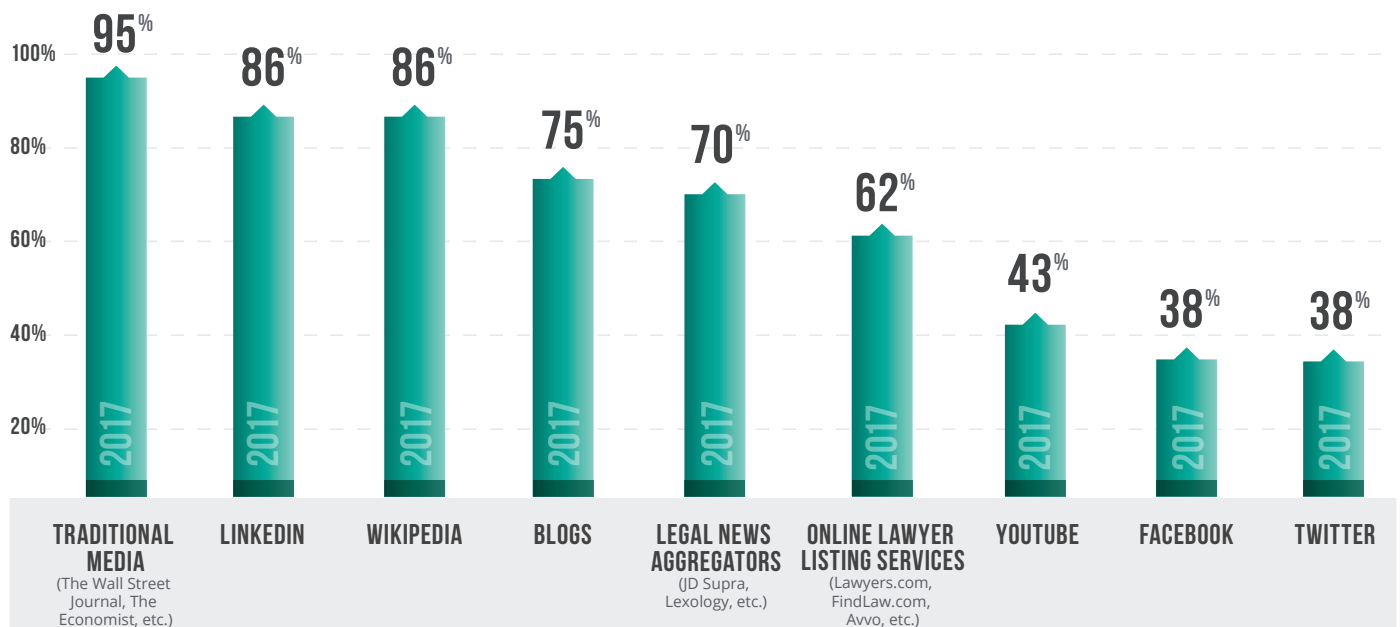
PLEASE INDICATE HOW RECENTLY YOU USED THE FOLLOWING SOCIAL NETWORKING AND NEW MEDIA TOOLS FOR PROFESSIONAL REASONS.

PAST 24 HOURS + PAST WEEK

2017 2015 2014



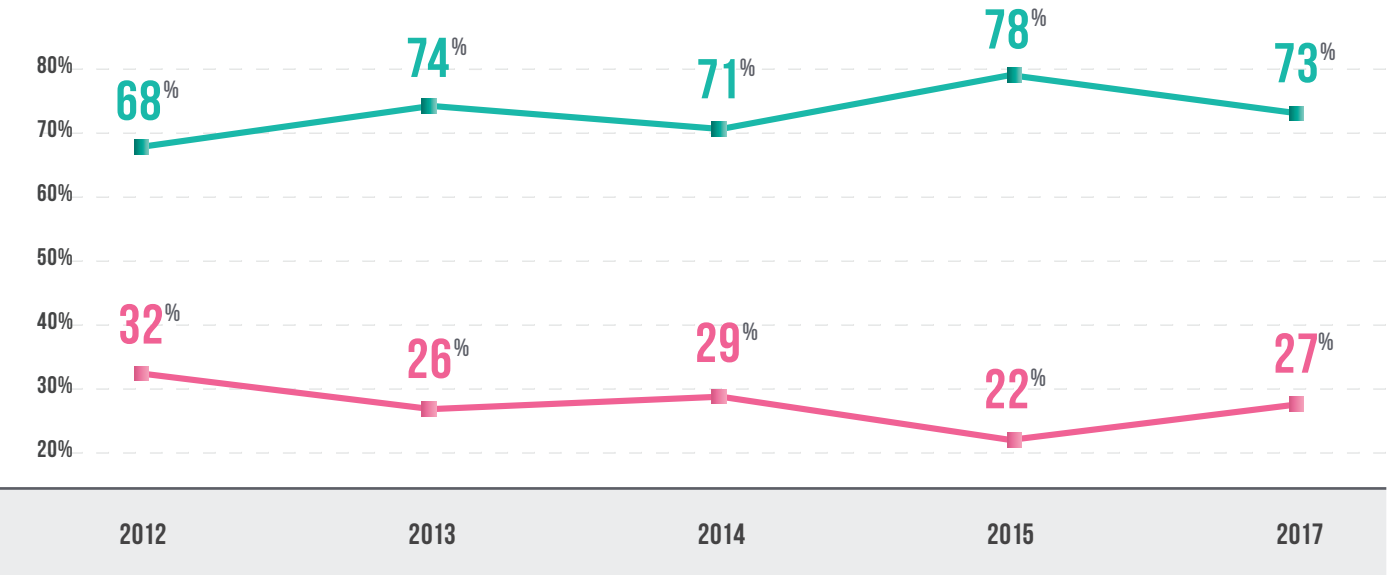
PLEASE RATE THE FOLLOWING IN TERMS OF THEIR CREDIBILITY AS SOURCES OF LEGAL, BUSINESS AND INDUSTRY NEWS AND INFORMATION.



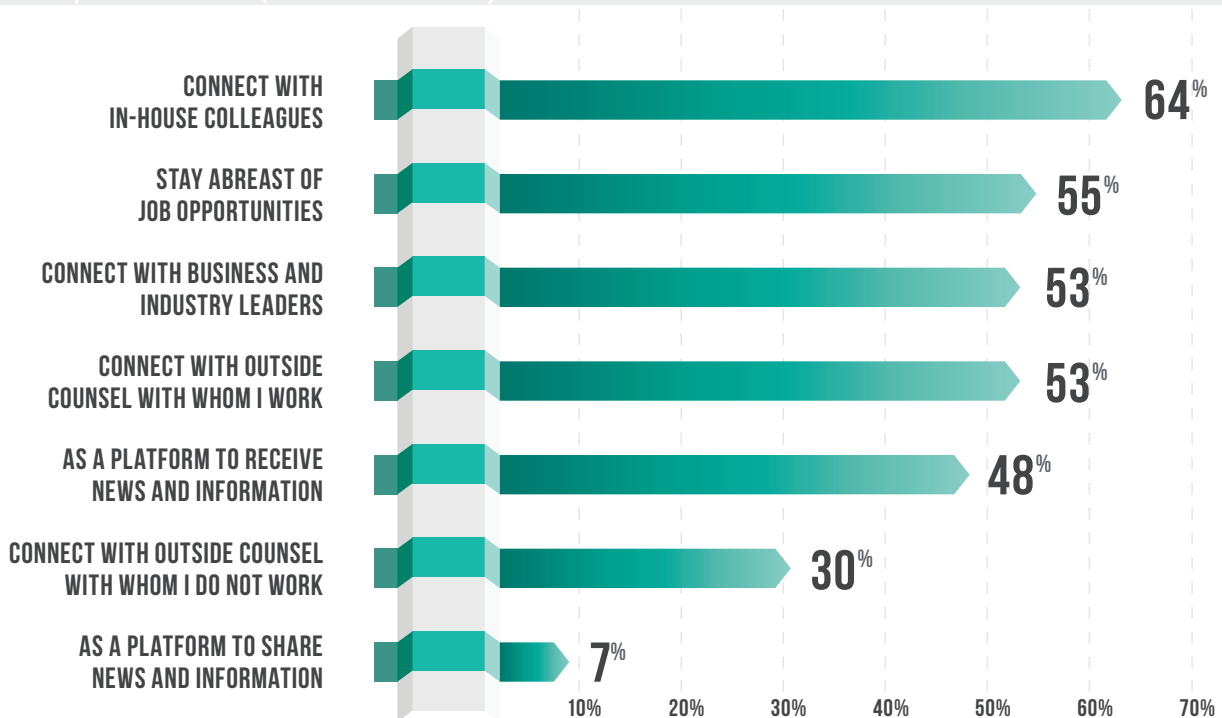
WHICH OF THE FOLLOWING BEST DESCRIBES THE WAY YOU USE SOCIAL MEDIA TODAY?

■ LISTEN — to stay informed of the latest news, developments and conversations occurring on topics that I'm interested in

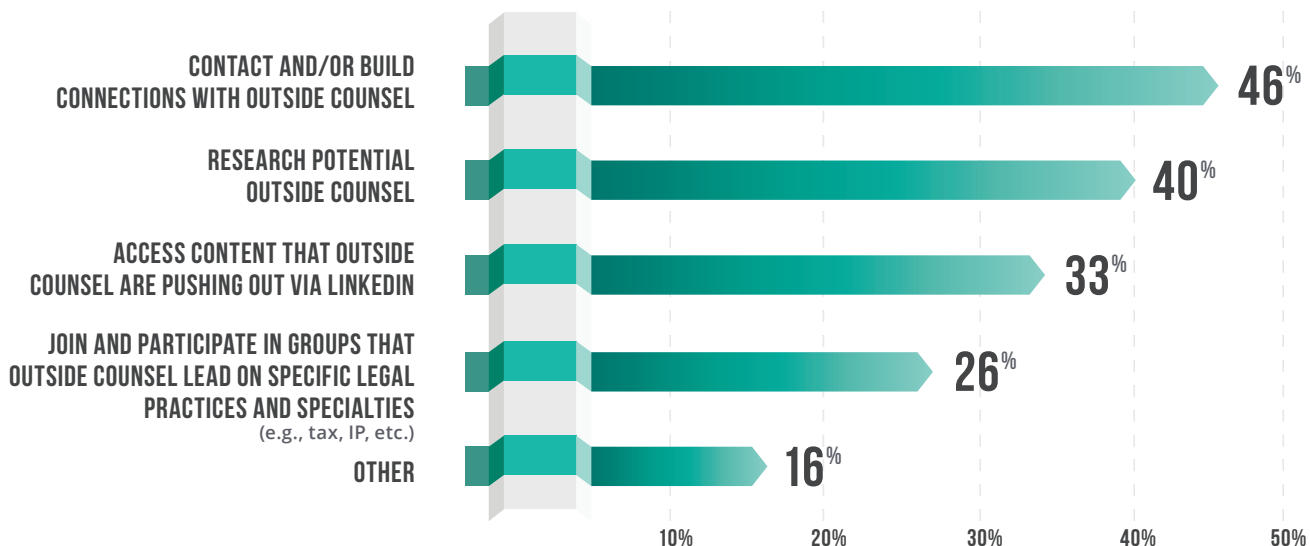
■ LISTEN AND ENGAGE — to not only listen but also to disseminate information and engage with other users



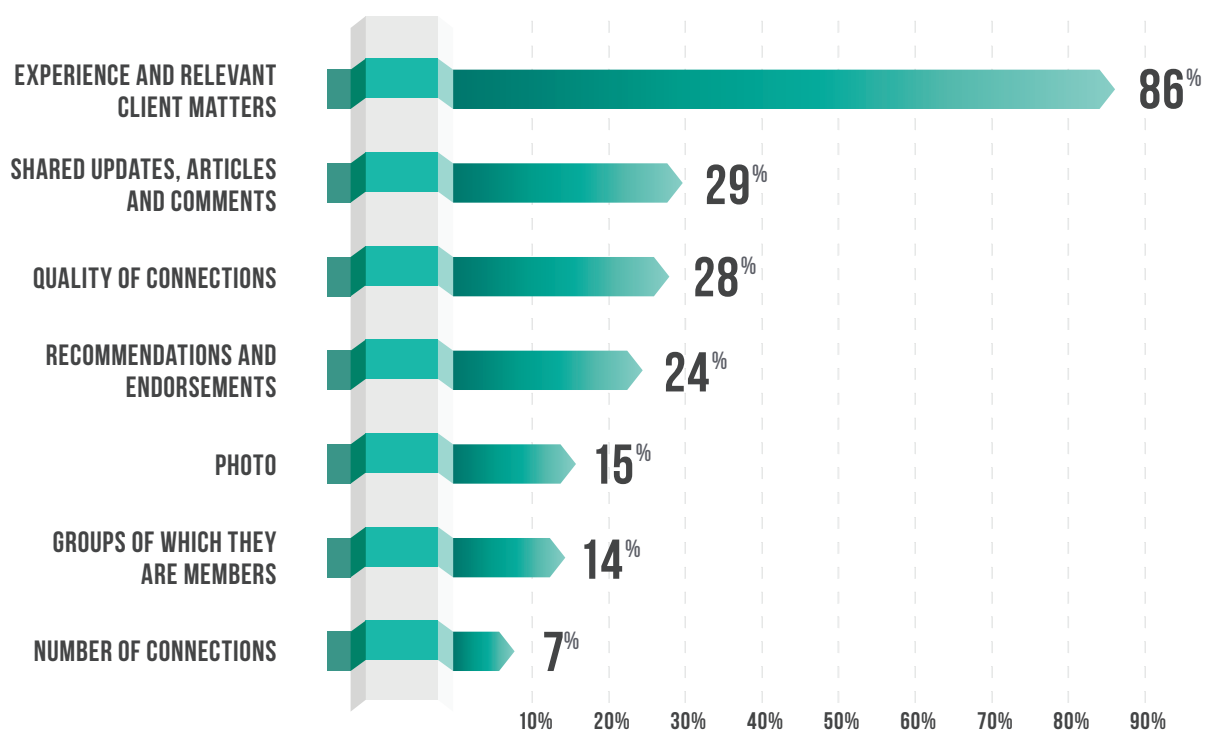
IF YOU ARE USING LINKEDIN FOR PROFESSIONAL REASONS, HOW ARE YOU USING IT?



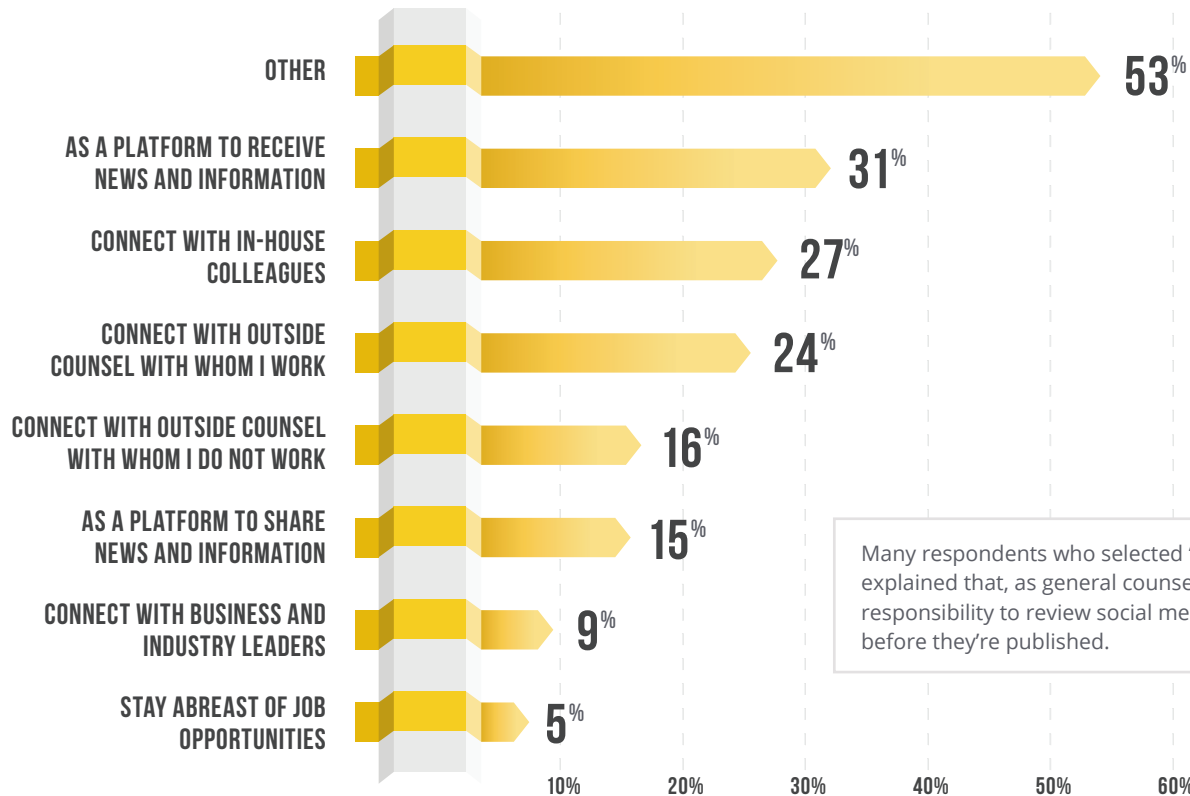
WHICH OF THE FOLLOWING DESCRIBES HOW YOU ARE USING LINKEDIN WITH REGARD TO OUTSIDE COUNSEL?



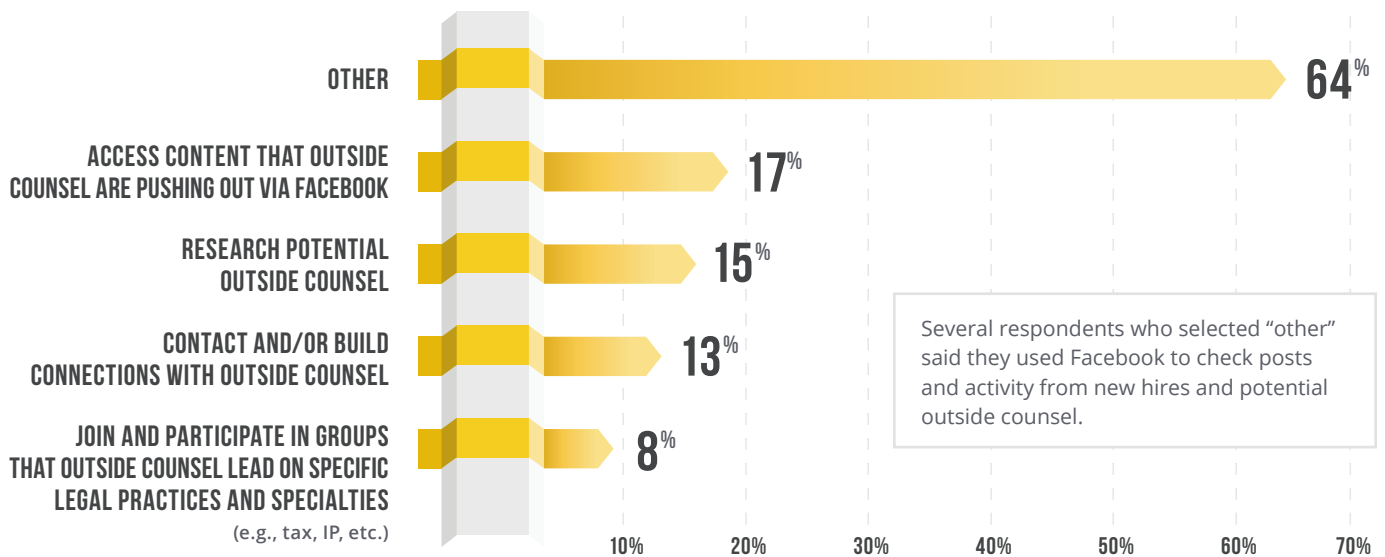
WHEN REVIEWING THE PROFILES OF CURRENT OR PROSPECTIVE OUTSIDE COUNSEL ON LINKEDIN, TO WHAT ASPECTS OF THEIR PROFILES DO YOU PAY THE MOST ATTENTION?



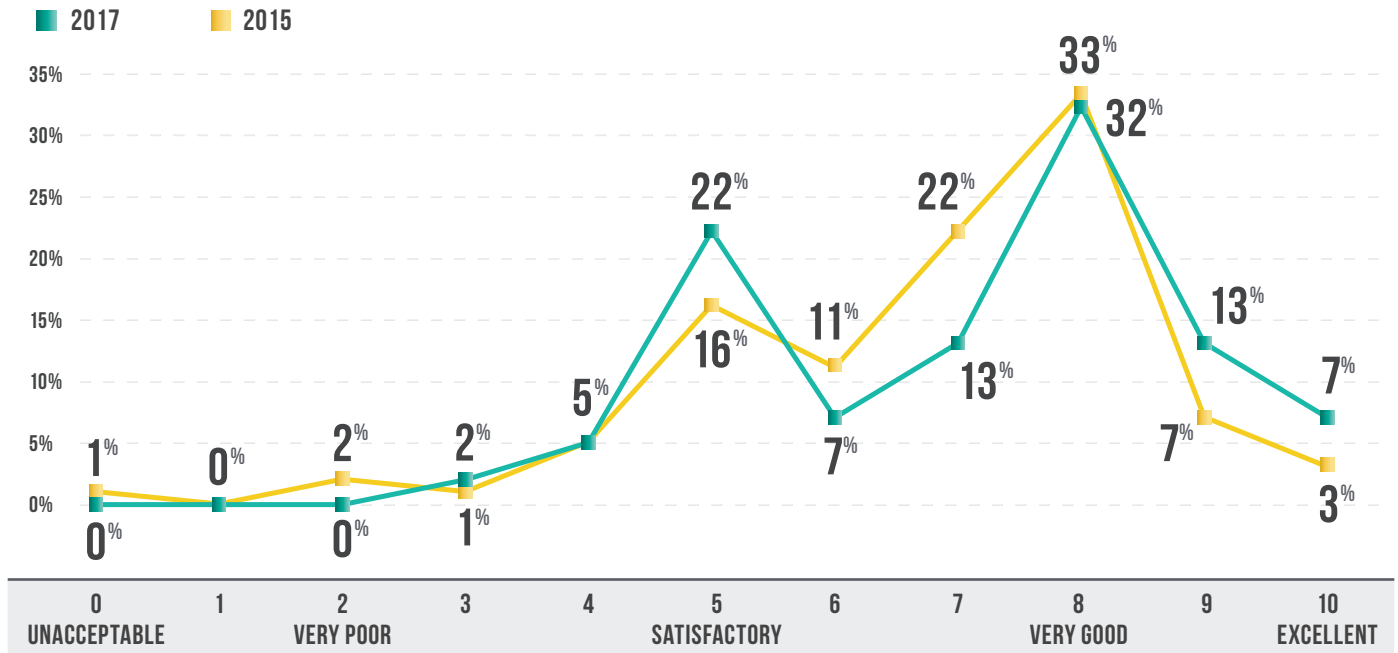
IF YOU ARE USING FACEBOOK FOR PROFESSIONAL REASONS, HOW ARE YOU USING IT?



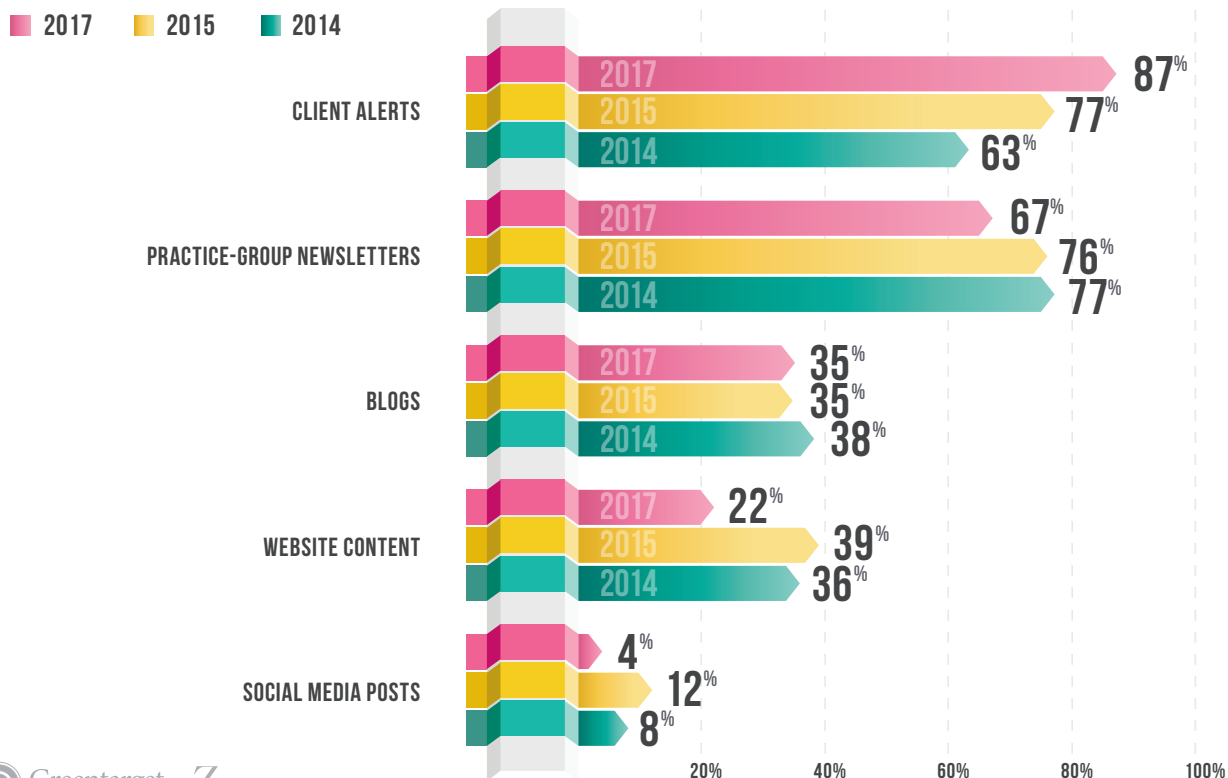
WHICH OF THE FOLLOWING DESCRIBES HOW YOU ARE USING FACEBOOK WITH REGARD TO OUTSIDE COUNSEL?



ON A SCALE OF 1 TO 10 (10 BEING EXCELLENT) HOW WOULD YOU CHARACTERIZE THE OVERALL VALUE OF THE CONTENT PRODUCED BY OUTSIDE LAW FIRMS (CLIENT ALERTS, NEWSLETTERS, BLOGS, ETC.)?

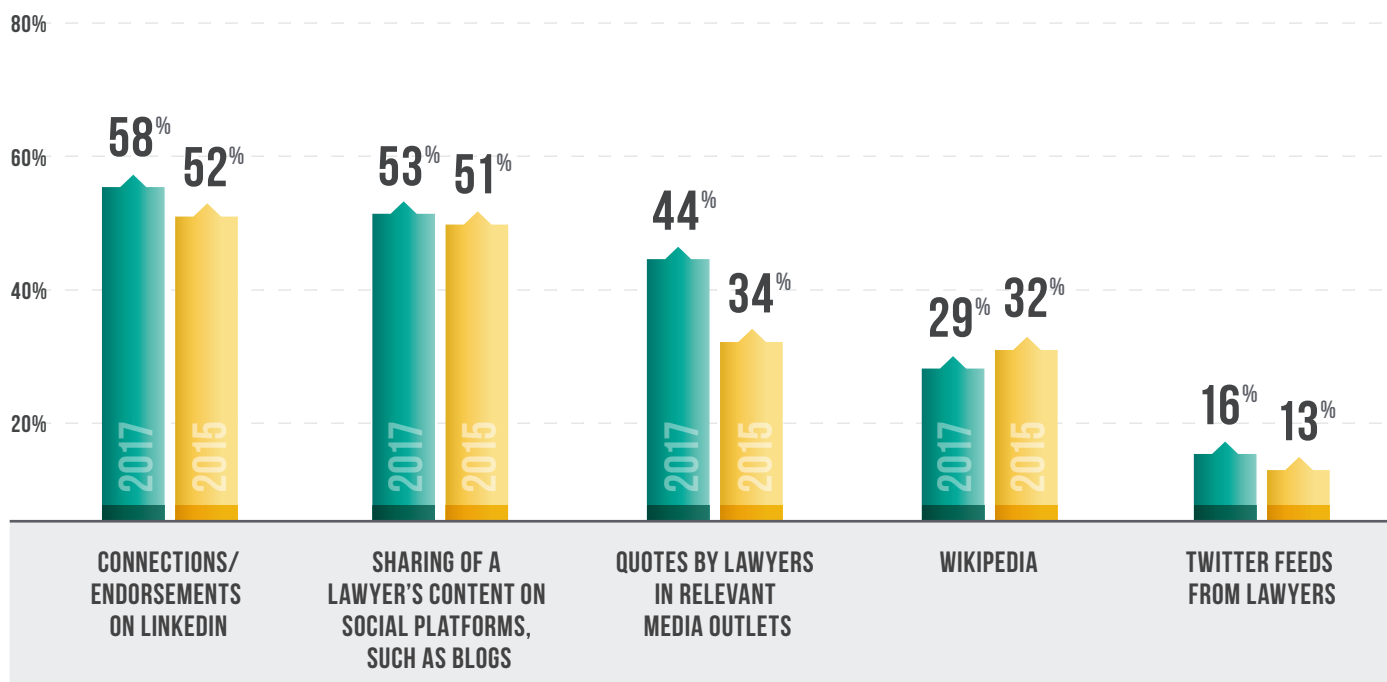
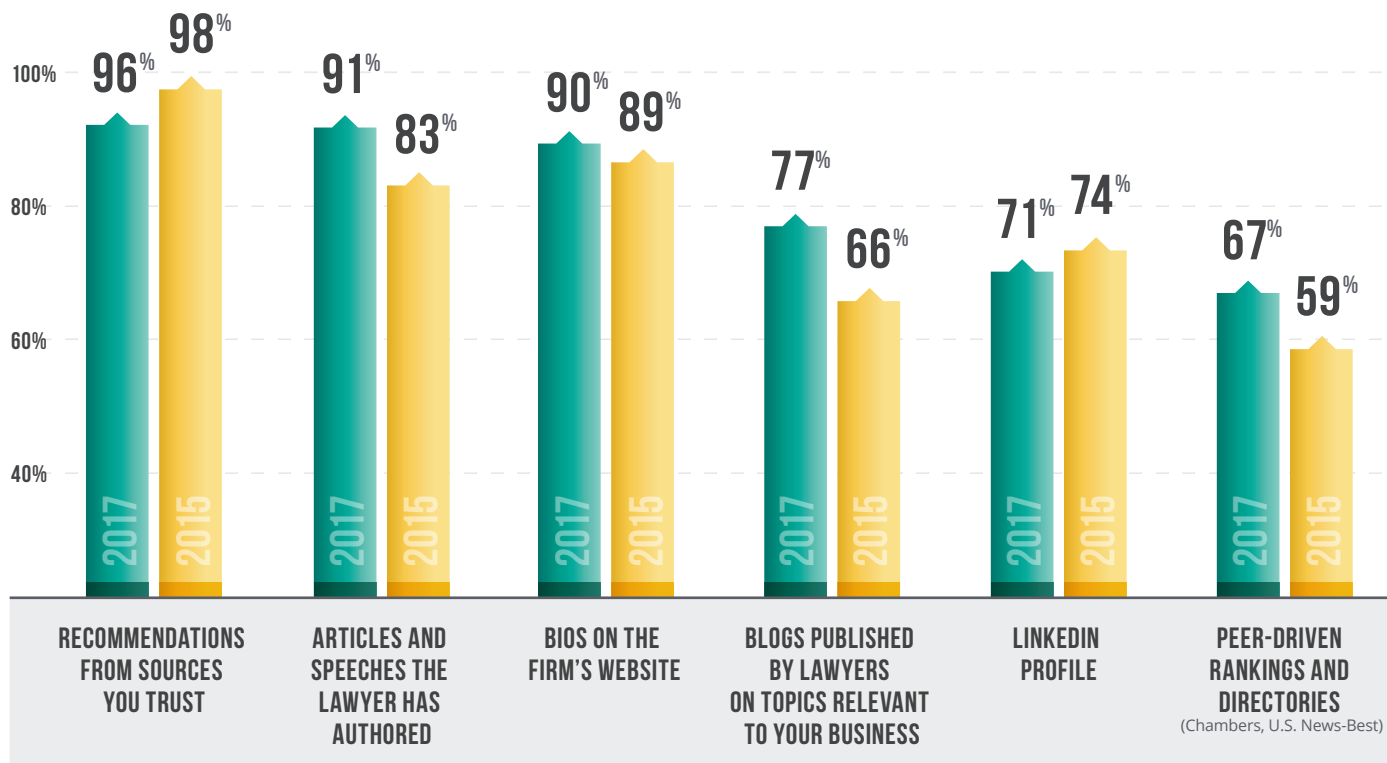


WHAT TYPES OF LAW FIRM-GENERATED CONTENT DO YOU FIND MOST VALUABLE?



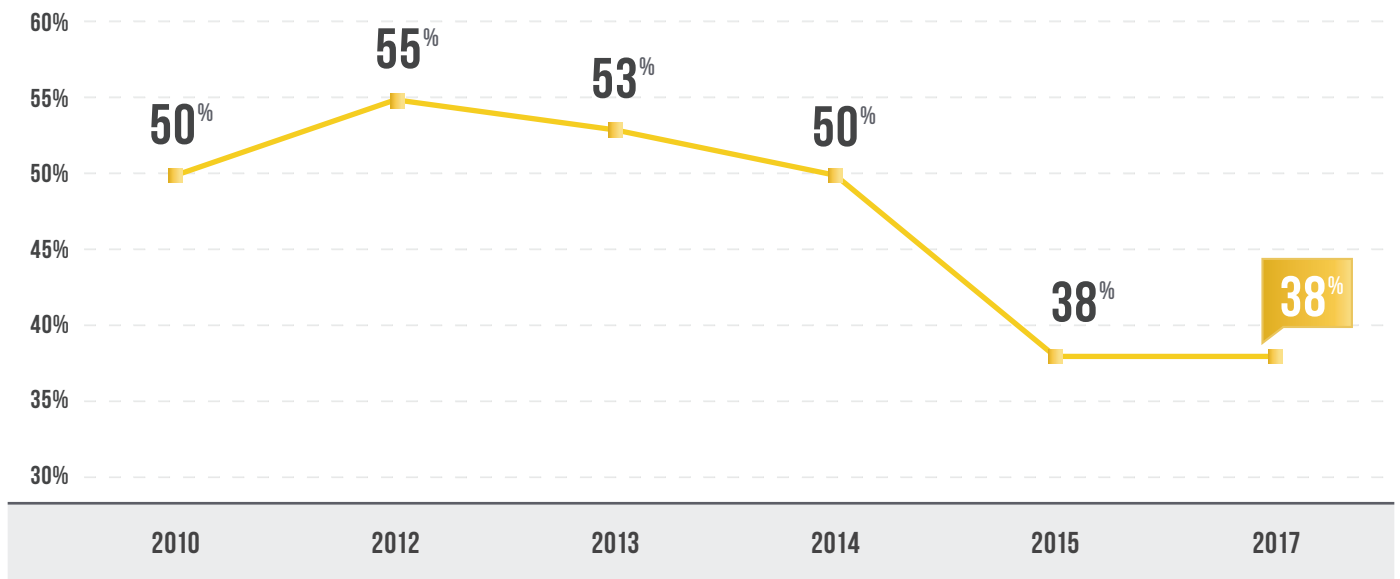
PLEASE INDICATE THE IMPORTANCE OF THE FOLLOWING IN HELPING YOU TO RESEARCH OUTSIDE LAWYERS AND LAW FIRMS FOR POTENTIAL HIRE.

2017 2015

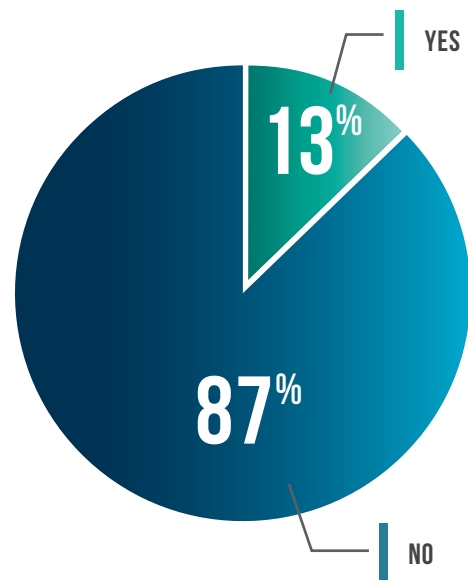


PERCENTAGE OF COUNSEL WHO BELIEVE WELL-EXECUTED BLOGS WILL INFLUENCE HIRING DECISIONS

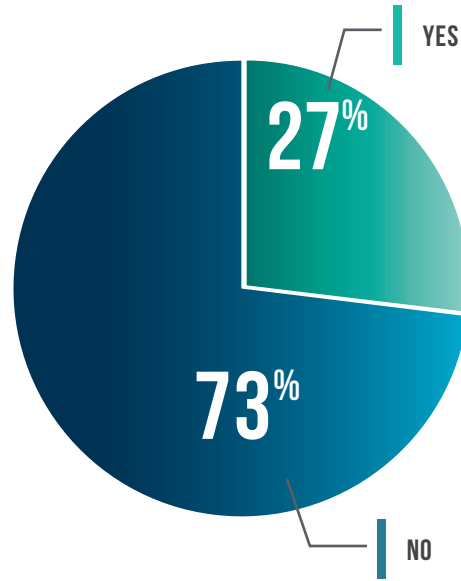
AGREE + SOMEWHAT AGREE



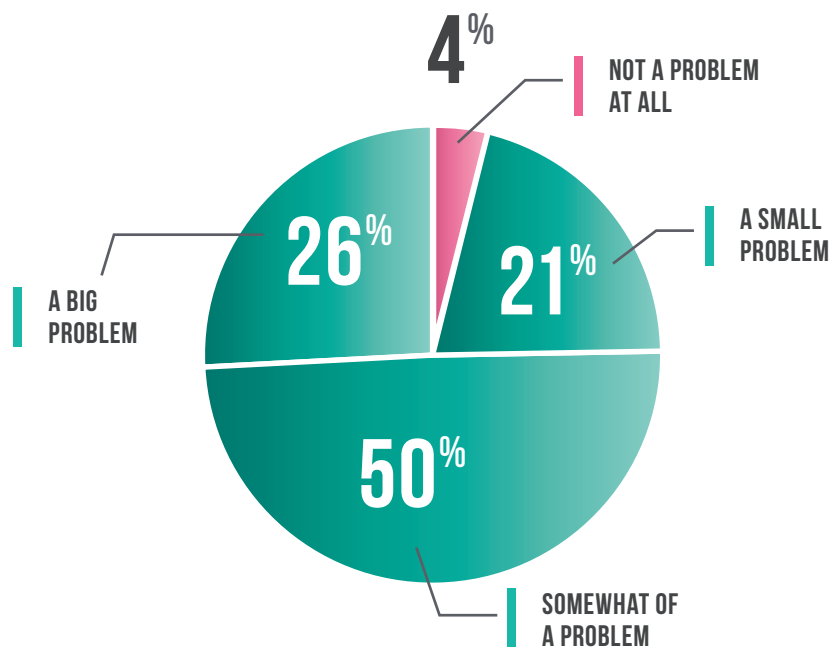
HAVE YOU WATCHED
A VIDEO PRODUCED
BY A LAW FIRM IN THE
PAST MONTH?



**HAVE YOU LISTENED
TO A PODCAST OR
AUDIO PRESENTATION
PRODUCED BY A
LAW FIRM IN THE
PAST MONTH?**



**HOW MUCH OF A PROBLEM IS “INFORMATION OVERLOAD” IN YOUR
DAILY EFFORTS TO CONSUME INFORMATION REGARDING BUSINESS,
INDUSTRY AND LEGAL TOPICS THAT AFFECT YOUR COMPANY?**





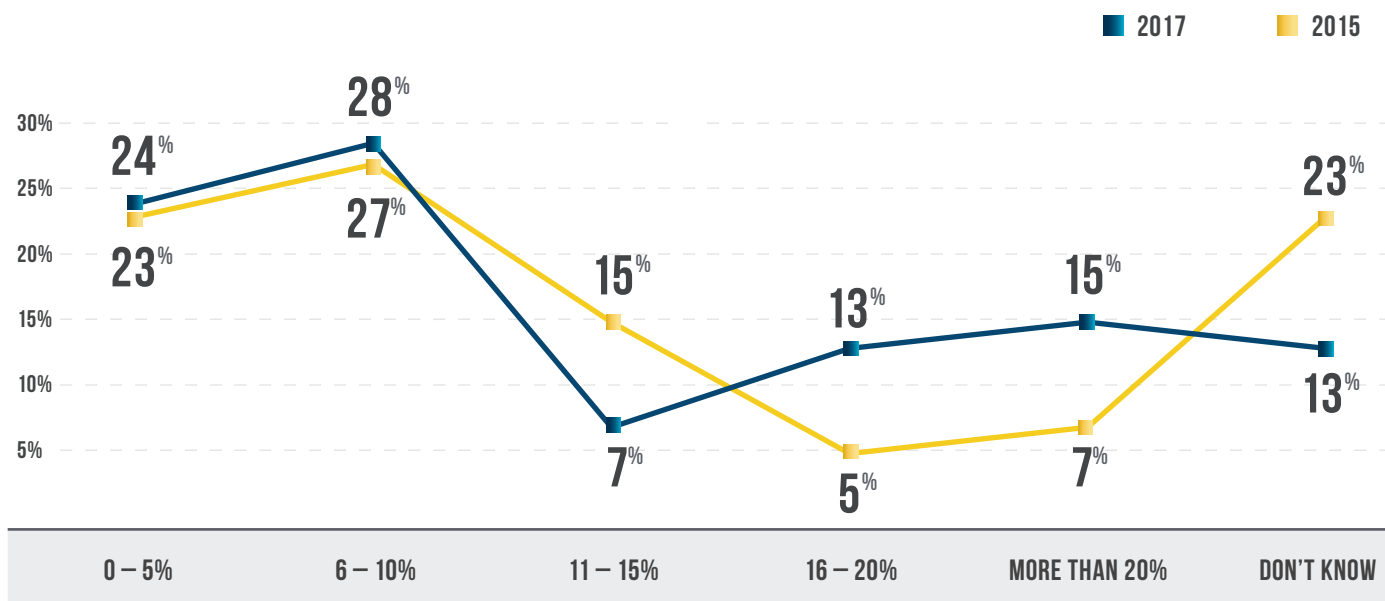
2017 REPORT

LAW FIRM CMO/MARKETER RESULTS

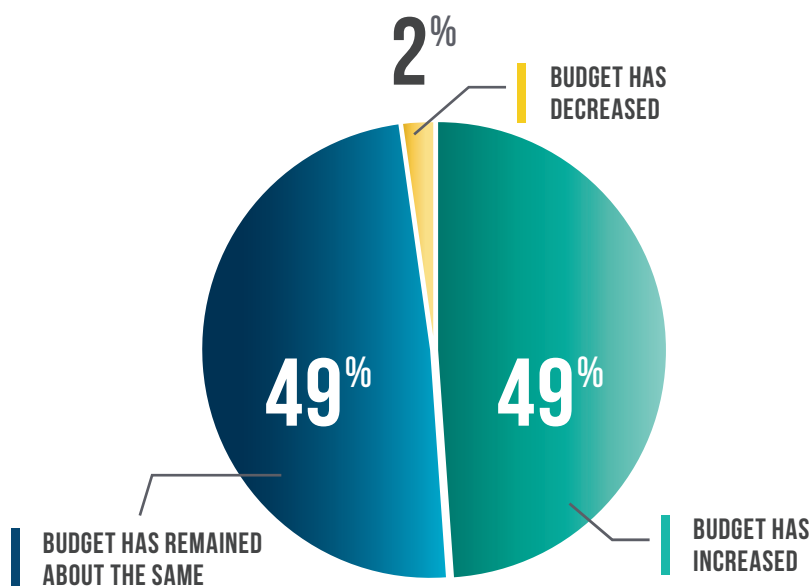


APPROXIMATELY WHAT PERCENTAGE OF THE MARKETING DEPARTMENT'S BUDGET IS ALLOCATED TO CONTENT MARKETING?

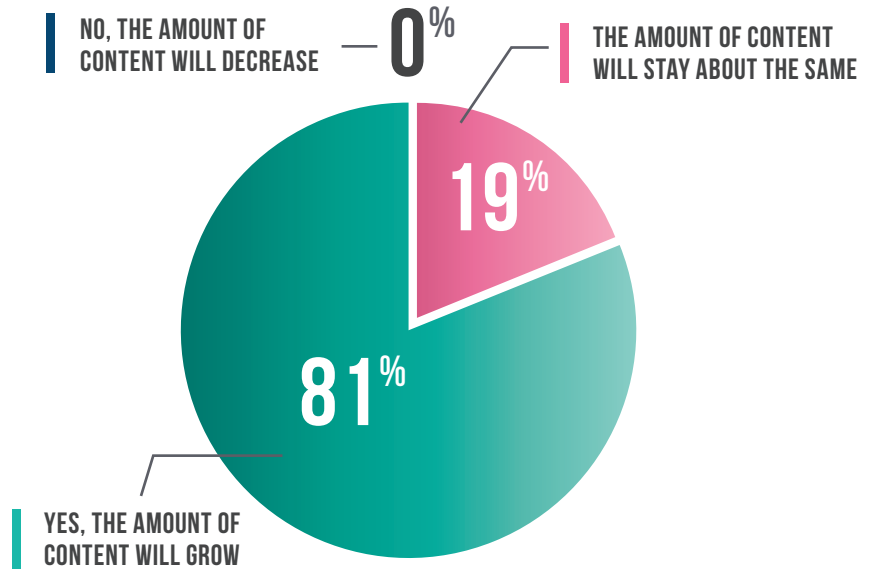
(Marketing budget refers to all marketing expenditures except for practice group business development, and includes staff salaries and costs associated with outside consultants.)



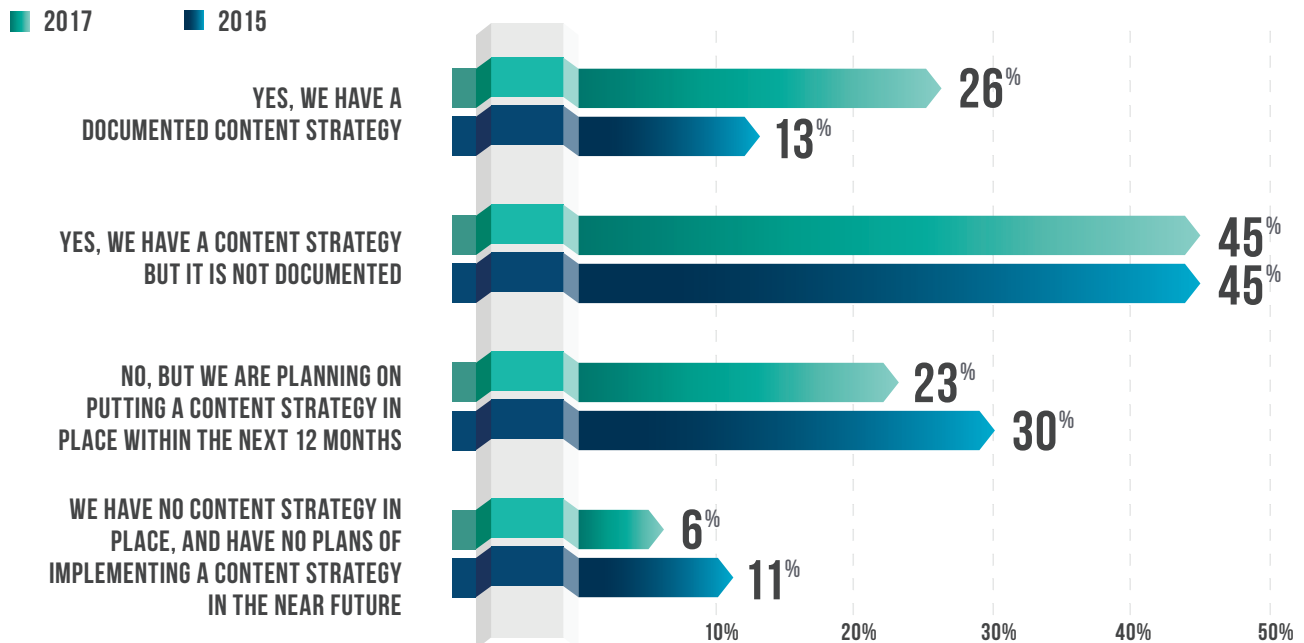
IS YOUR BUDGET FOR CONTENT MARKETING IN 2017 DIFFERENT FROM 2016?



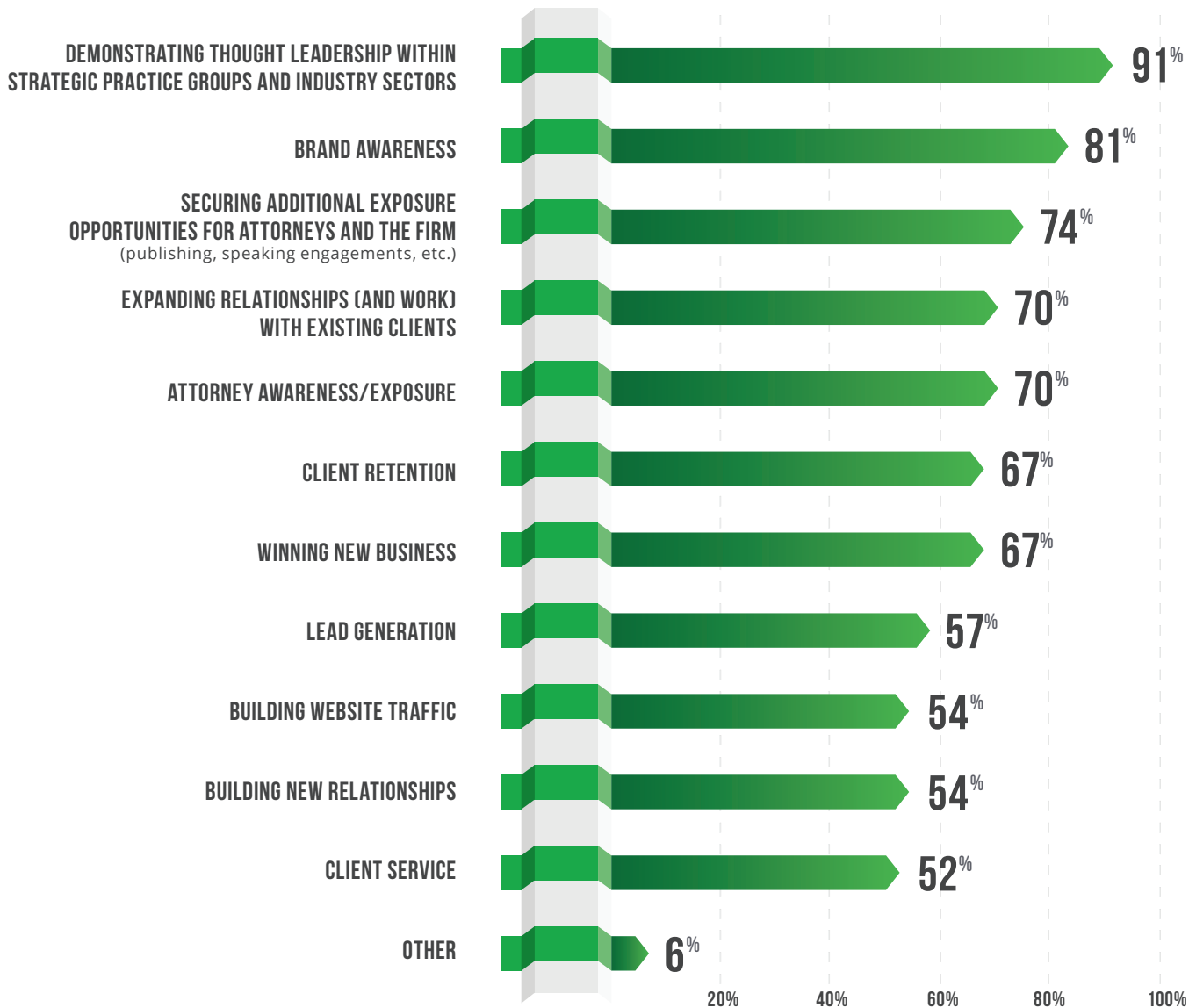
DO YOU EXPECT THAT YOUR DEPARTMENT OR FIRM WILL PRODUCE MORE CONTENT IN 2017 THAN IT DID IN 2016?



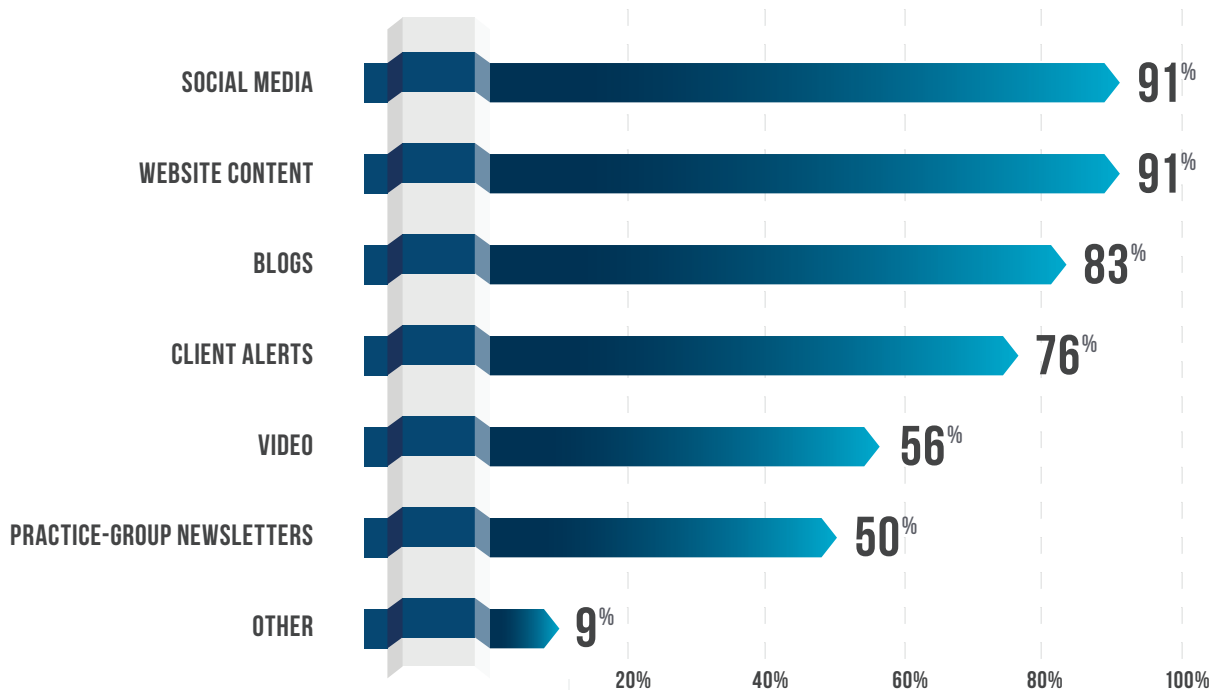
DOES YOUR FIRM HAVE AN OVERARCHING CONTENT STRATEGY IN PLACE?



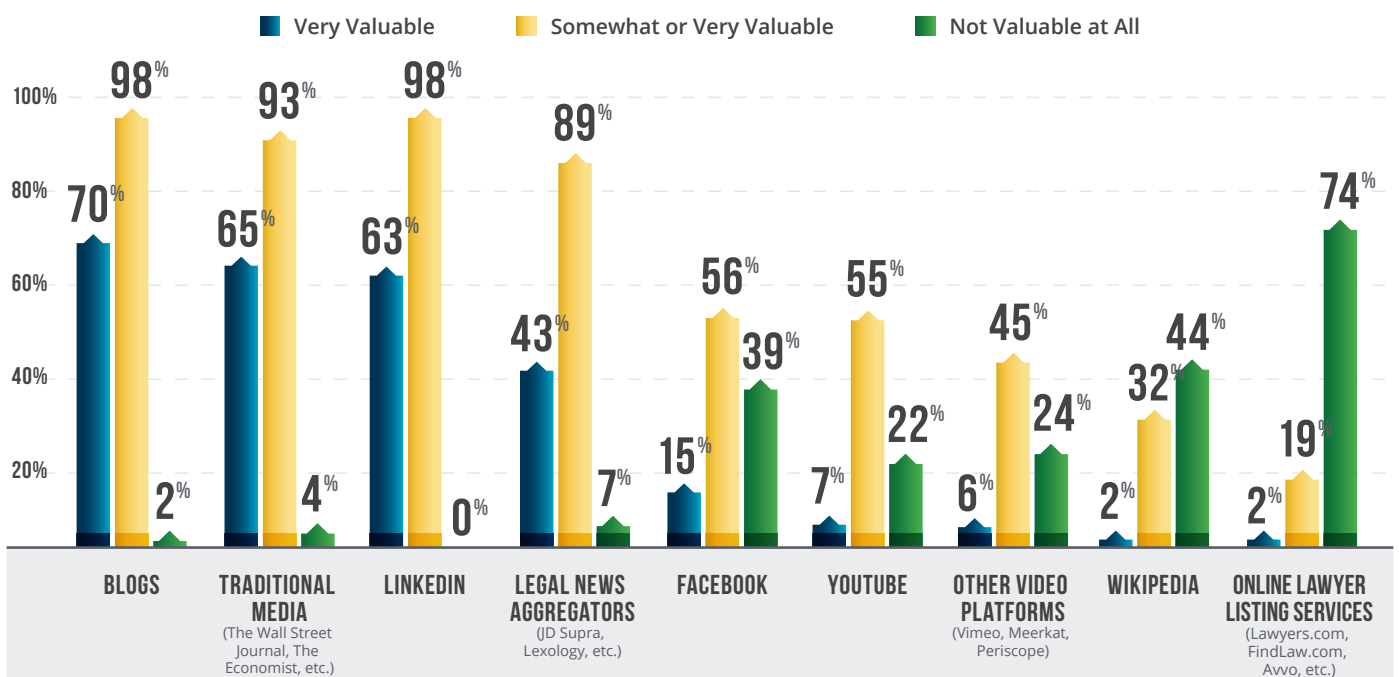
HOW WOULD YOU DESCRIBE THE OVERALL GOALS OF CONTENT MARKETING WITHIN YOUR FIRM AS THEY RELATE TO MARKETING AND BUSINESS DEVELOPMENT?



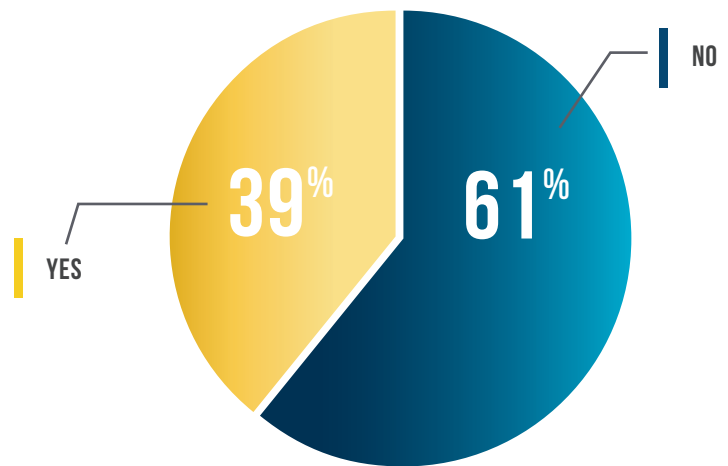
IN WHICH OF THE FOLLOWING CONTENT MARKETING AREAS IS YOUR FIRM INVESTING IN 2017?



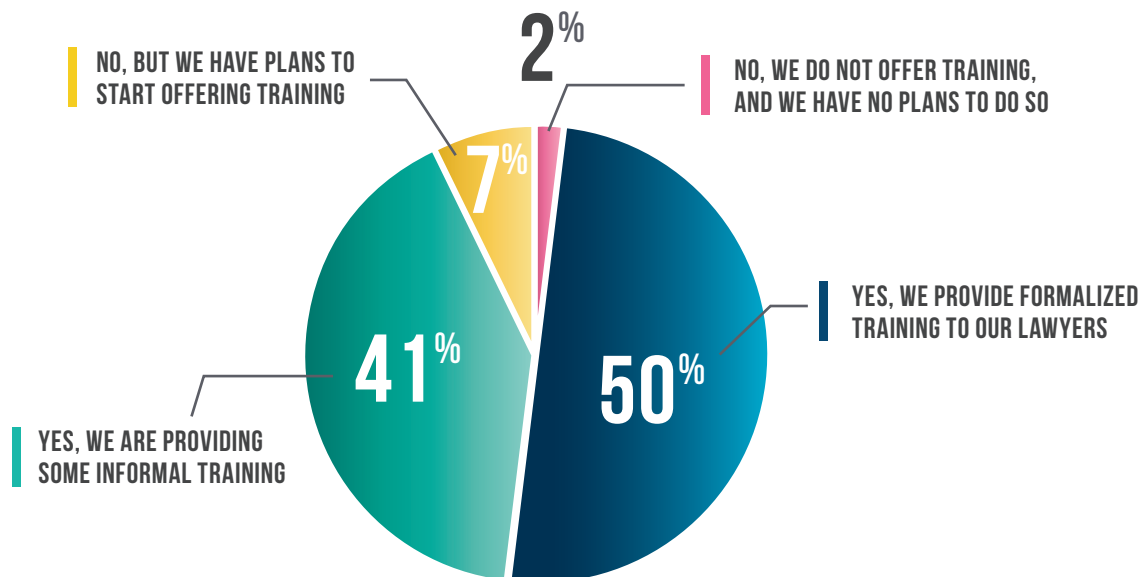
HOW VALUABLE FOR CONTENT DISTRIBUTION PURPOSES WOULD YOU RATE THE FOLLOWING SOURCES:



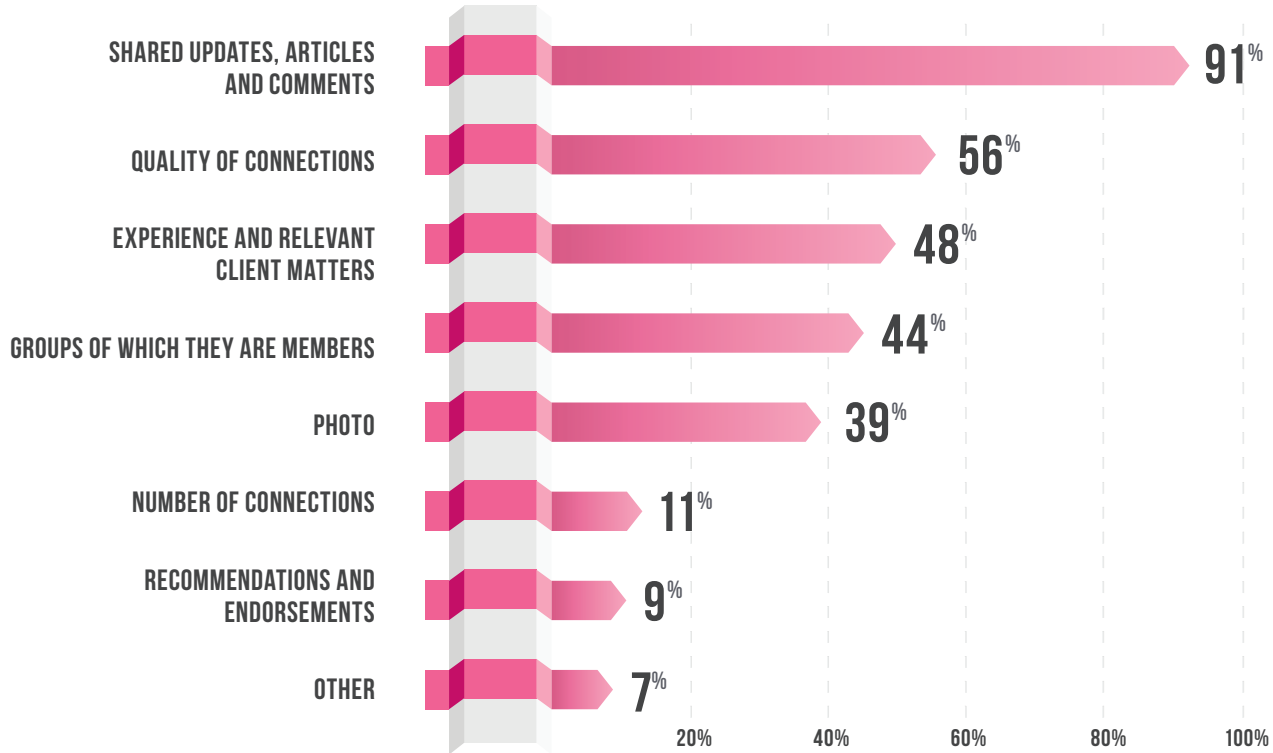
**HAVE YOU ENGAGED
IN ANY PAID DISTRIBUTION
CAMPAIGNS IN THE
PAST 12 MONTHS?**



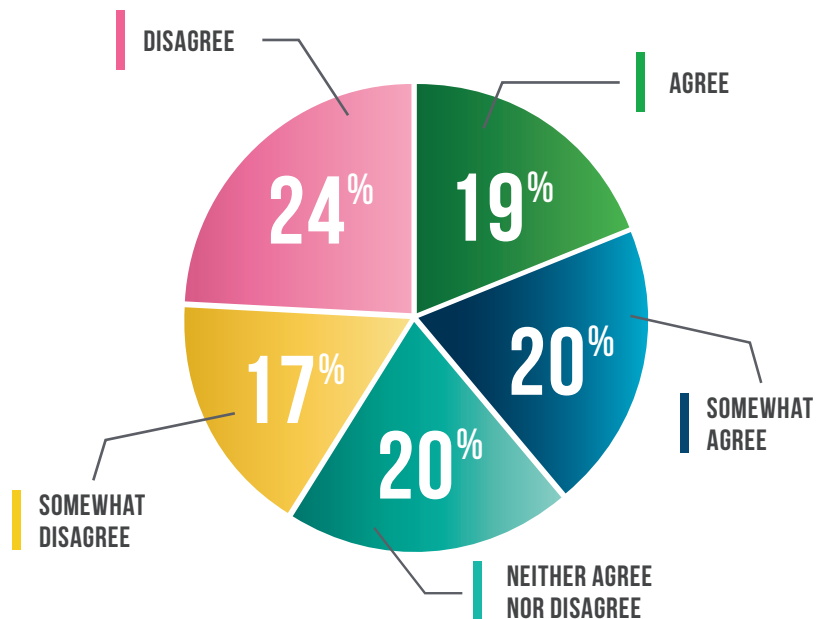
**ARE YOU PROVIDING LAWYERS AT YOUR FIRM WITH TRAINING TO
USE LINKEDIN MORE EFFECTIVELY?**



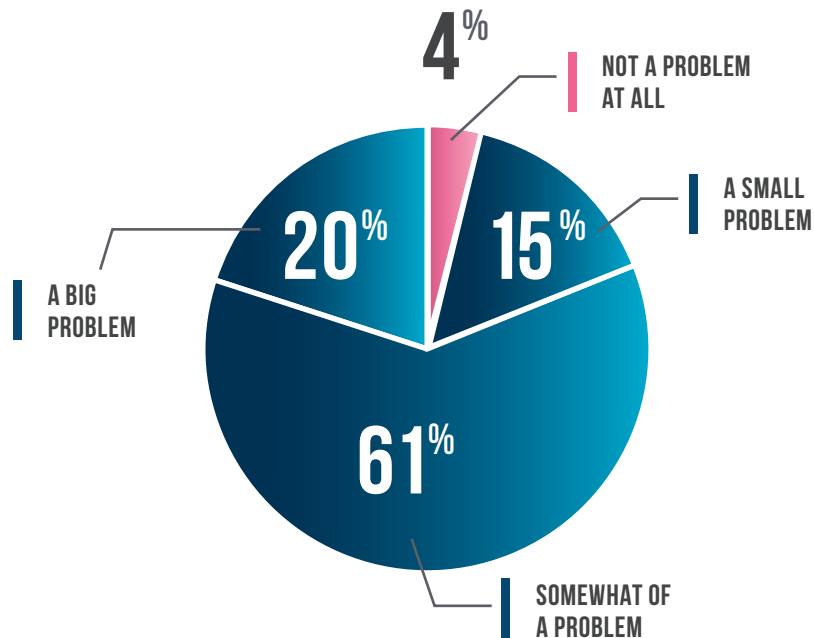
WHEN PROVIDING LAWYERS AND STAFF WITH TRAINING TO USE LINKEDIN MORE EFFECTIVELY, TO WHAT ASPECTS OF THEIR PROFILE DO YOU RECOMMEND PAYING THE MOST ATTENTION?



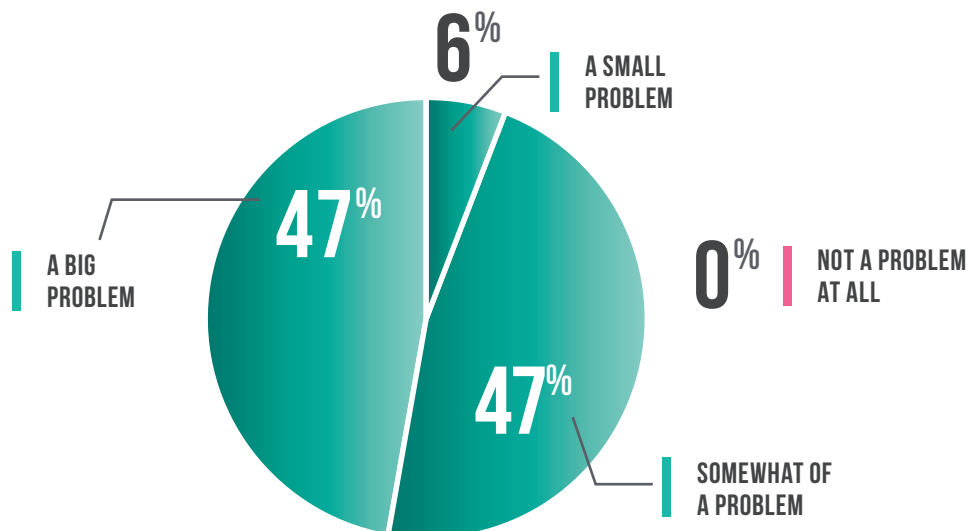
“I BELIEVE FACEBOOK IS A VALUABLE TOOL FOR MARKETING AND BUSINESS DEVELOPMENT.” TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THIS STATEMENT?



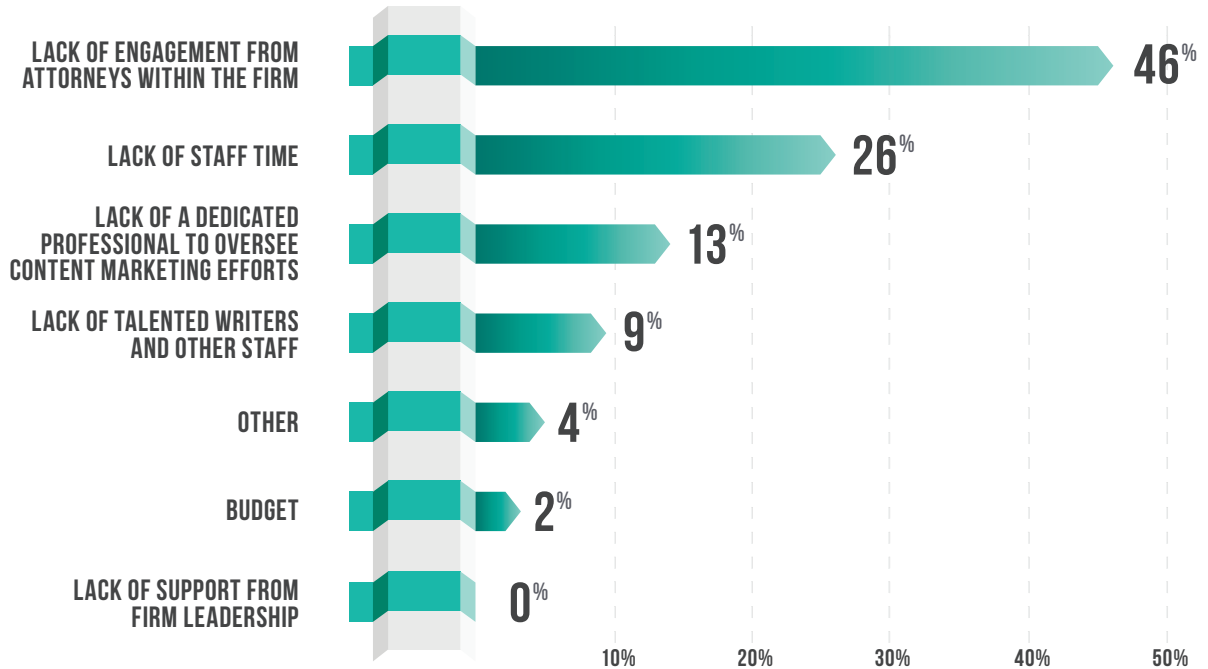
HOW MUCH OF A PROBLEM IS "INFORMATION OVERLOAD" IN YOUR DAILY EFFORTS TO CONSUME INFORMATION REGARDING BUSINESS, INDUSTRY AND LEGAL TOPICS THAT AFFECT YOUR FIRM?



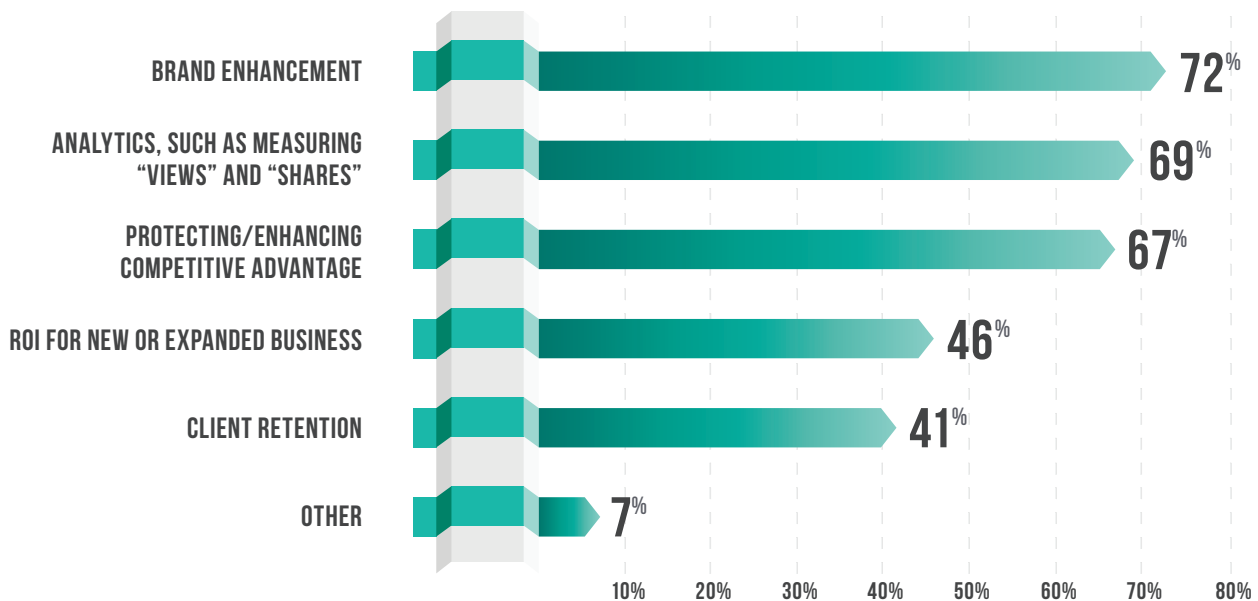
HOW MUCH OF A PROBLEM DO YOU THINK "INFORMATION OVERLOAD" IS TO YOUR FIRM'S CLIENTS' DAILY EFFORTS TO CONSUME INFORMATION REGARDING BUSINESS, INDUSTRY AND LEGAL TOPICS THAT AFFECT THEIR BUSINESS?



WHAT IS THE GREATEST CHALLENGE YOUR DEPARTMENT FACES IN USING CONTENT MARKETING TO ELEVATE YOUR FIRM'S BRAND AND REPUTATION IN THE MARKETPLACE?



HOW DOES YOUR FIRM JUSTIFY INVESTMENT IN CONTENT MARKETING EFFORTS?





2017 REPORT

METHODOLOGY





OUR SURVEYS

In the first quarter of 2017, Greentarget and Zeughauser Group distributed individual surveys to the following segments of the legal industry: corporate in-house counsel (the buyers of legal services) and law firm CMOs/marketers (those who market outside legal services) at the top law firms across the nation. The results were tabulated, analyzed and released in May 2017.

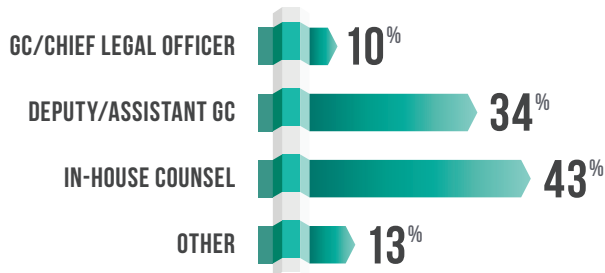
For the in-house counsel survey, respondents identified themselves as GCs/chief legal officers, deputy/assistant GCs, in-house counsel and related titles. For the law firm marketer survey, respondents identified themselves as chief marketing officers, chief business development officers, directors of marketing, directors of communication, and related titles.

114 corporate counsel responded to the in-house counsel survey and 53 CMOs/marketers responded to the CMO survey. 11 percent were from firms with more than 1,000 lawyers, 43 percent from firms with 251 – 1,000 lawyers, 26 percent from firms with 101 – 250 lawyers and 20 percent from firms with fewer than 100 lawyers.

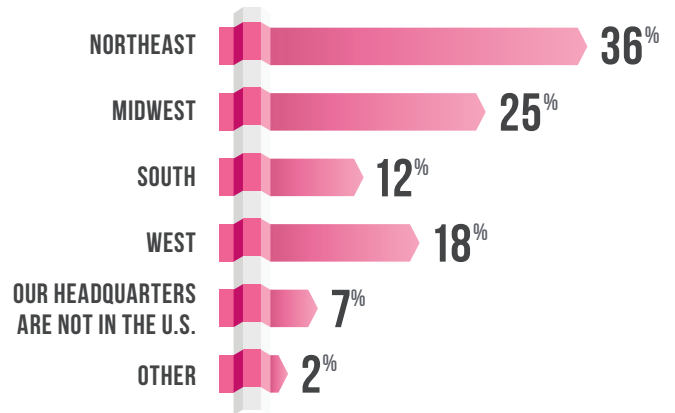
Percentages in certain questions exceed 100 percent because respondents were asked to check all that apply. Due to rounding, percentages used in some questions may not add up to 100 percent.

IN-HOUSE COUNSEL DEMOGRAPHICS

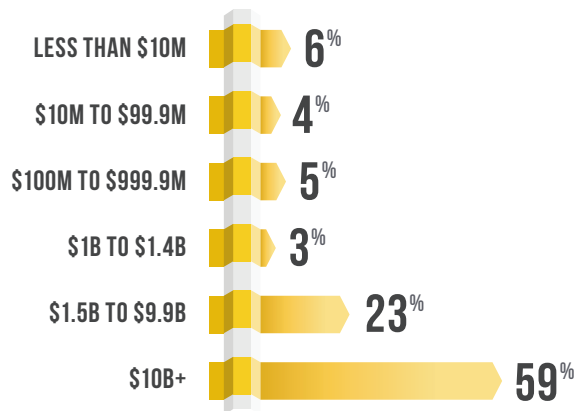
WHAT IS YOUR JOB TITLE?



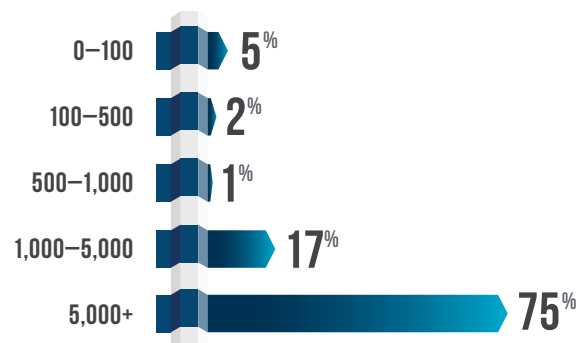
WHERE IS YOUR COMPANY HEADQUARTERED?



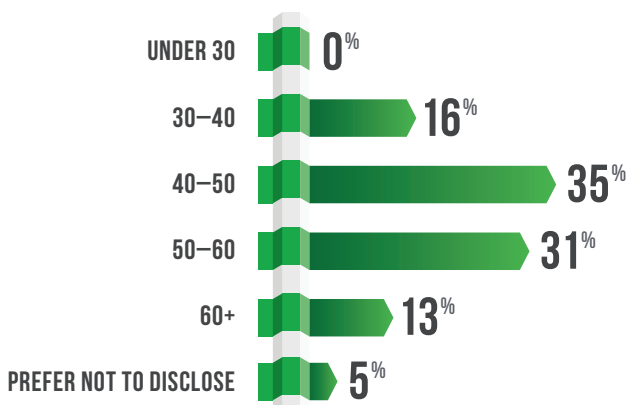
WHAT WERE THE FY 2016 REVENUES OF YOUR COMPANY?



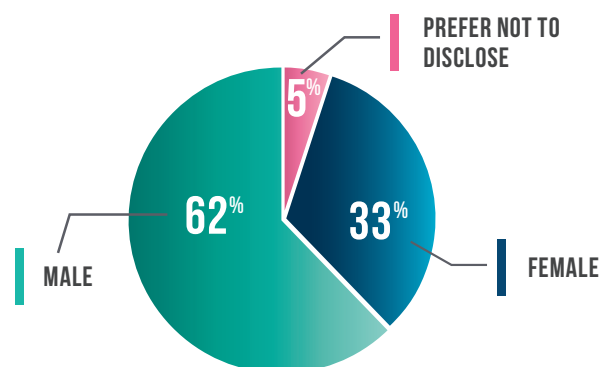
HOW MANY PEOPLE DOES YOUR COMPANY EMPLOY?



WHAT IS YOUR AGE?

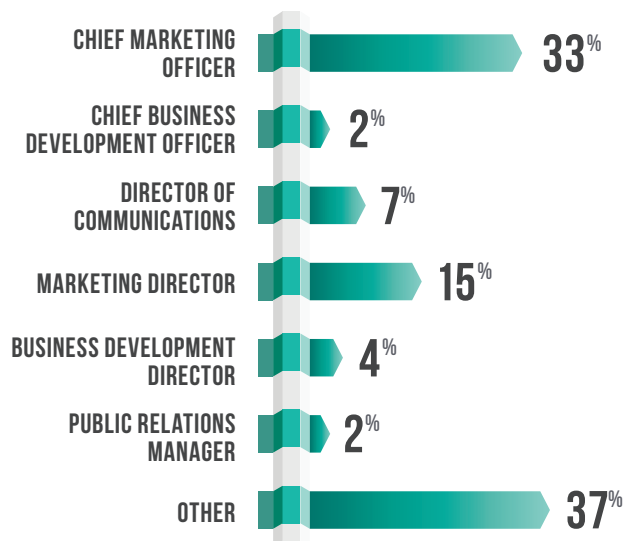


WHAT IS YOUR GENDER?

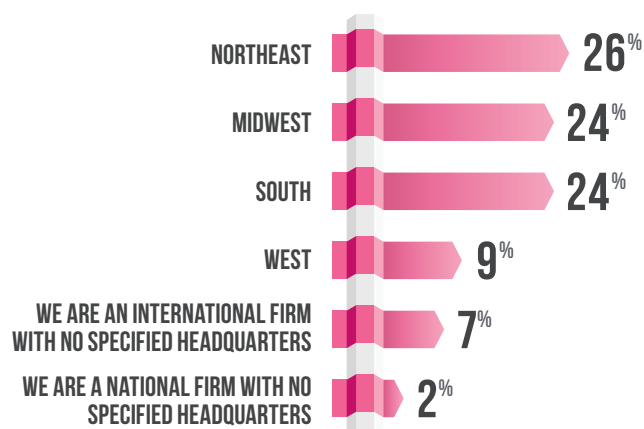


LAW FIRM MARKETER DEMOGRAPHICS

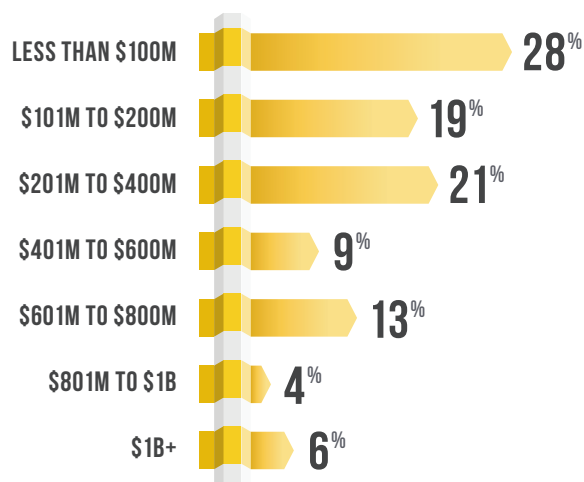
WHAT IS YOUR TITLE?



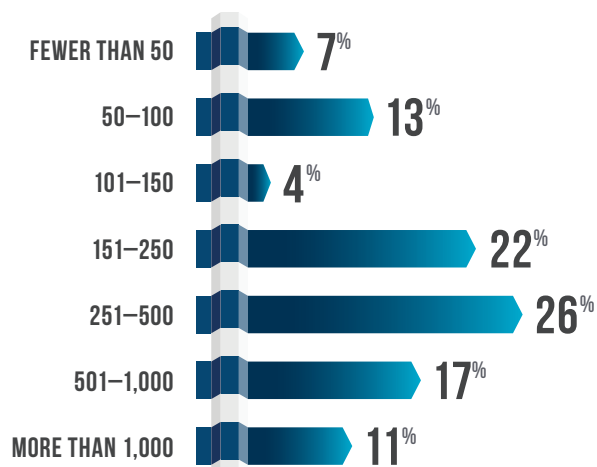
WHERE IS YOUR FIRM HEADQUARTERED?



WHAT WERE THE FY 2016 REVENUES OF YOUR FIRM?

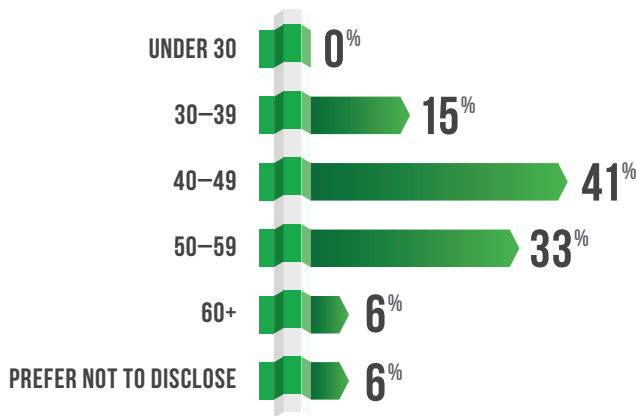


HOW MANY ATTORNEYS DOES YOUR LAW FIRM EMPLOY?

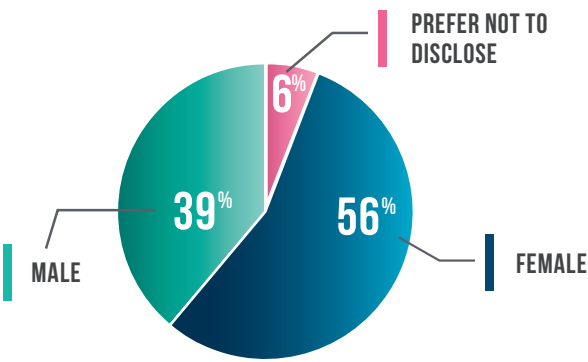


LAW FIRM MARKETER DEMOGRAPHICS

WHAT IS YOUR AGE?



WHAT IS YOUR GENDER?





2017 REPORT
ABOUT US





Greentarget

Direct a Smarter Conversation

ABOUT GREENTARGET

Greentarget is a strategic public relations firm focused exclusively on the communications needs of highly competitive business-to-business organizations. We counsel those who counsel the world's leading businesses and direct smarter conversations among their most important audiences to help deepen the relationships that impact the long-term value of their organizations.



ABOUT ZEUGHAUSER GROUP

Zeughauser Group is the firm of choice for legal industry leaders seeking to increase competitive advantage and profitability, enhance market position and strengthen organizational culture.