

Trends to watch in 2023

Law Firm Marketing and Business Development

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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