

MARKETING TECHNOLOGIES USED IN LAW FIRMS

Percentage of Firms That Have Adopted the Technology

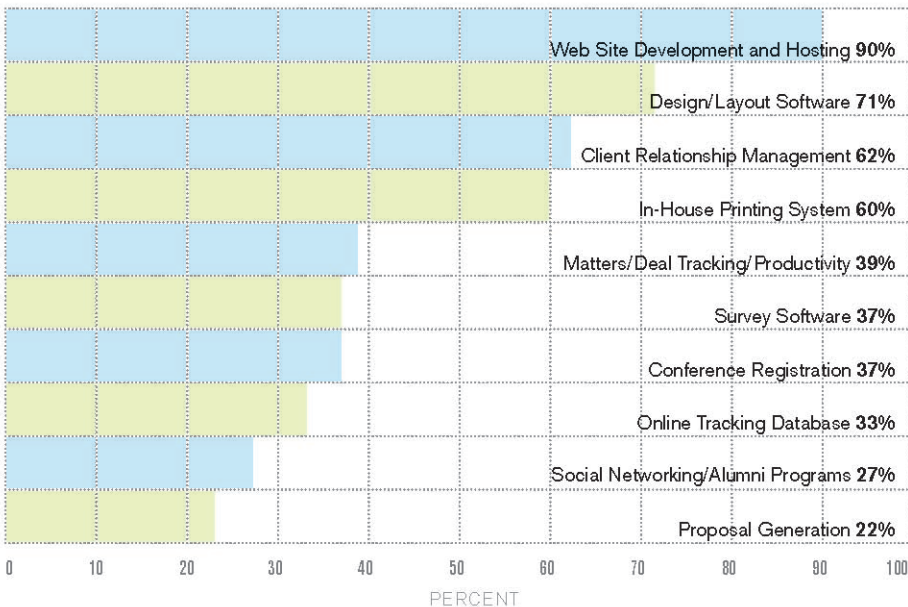


FIGURE 1: Web site development and hosting technology tops the list as the marketing technology most used among the 183 respondents.

START-UP DATES

Year When Law Firms Began Using Particular Marketing Technologies

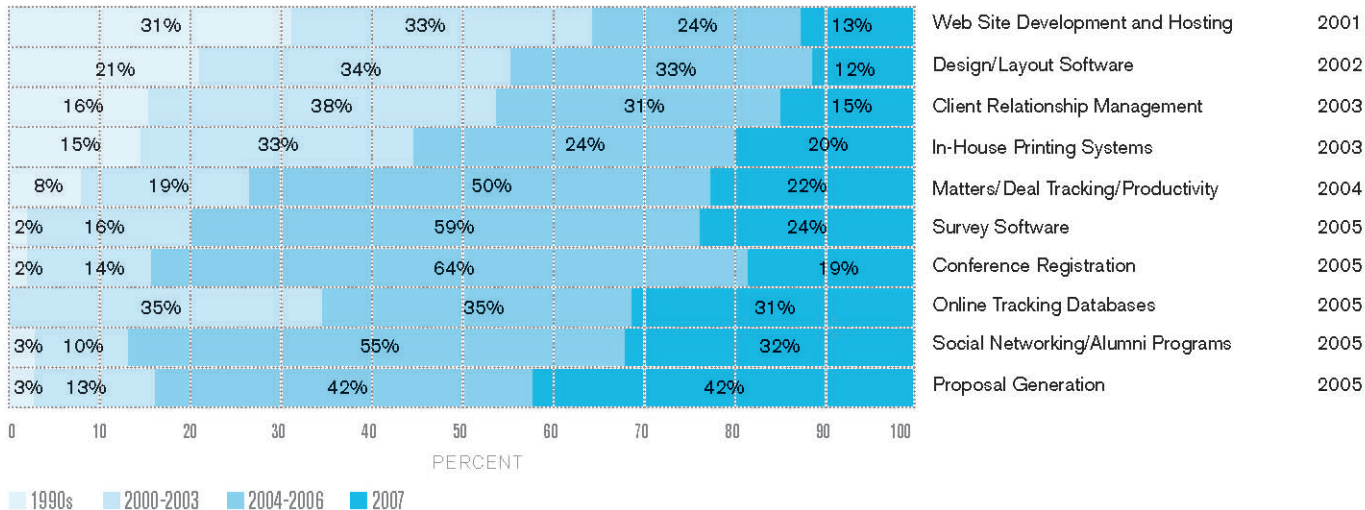


FIGURE 2: The year when the average firm adopted each technology is shown at the far right of the graph.

SPENDING ON MARKETING TECHNOLOGY 2004-2008

By Firm Size



FIGURE 3: Expenditures may include upgrades, expansions and replacements of existing systems.

REASONS FOR ADOPTING THE TECHNOLOGY

What Was the Main Motivator Driving Implementation of Each Technology?

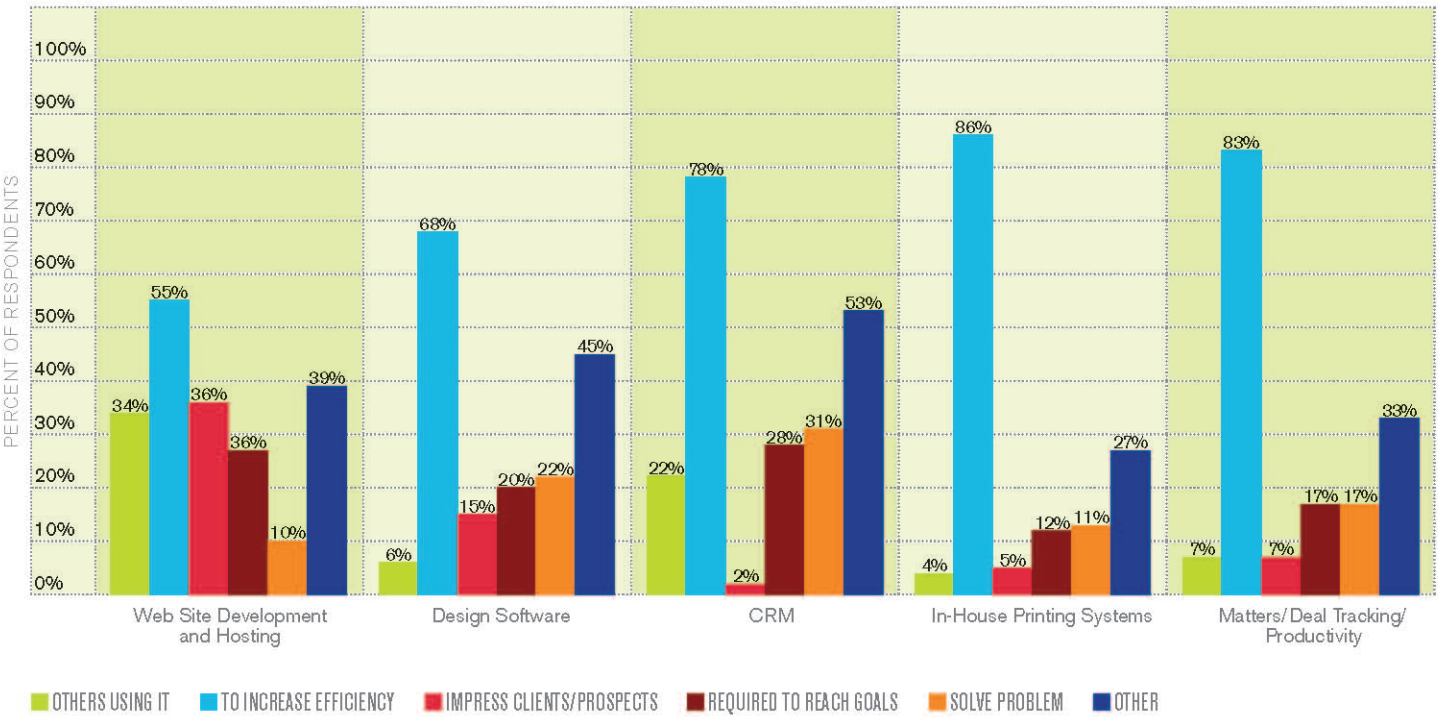
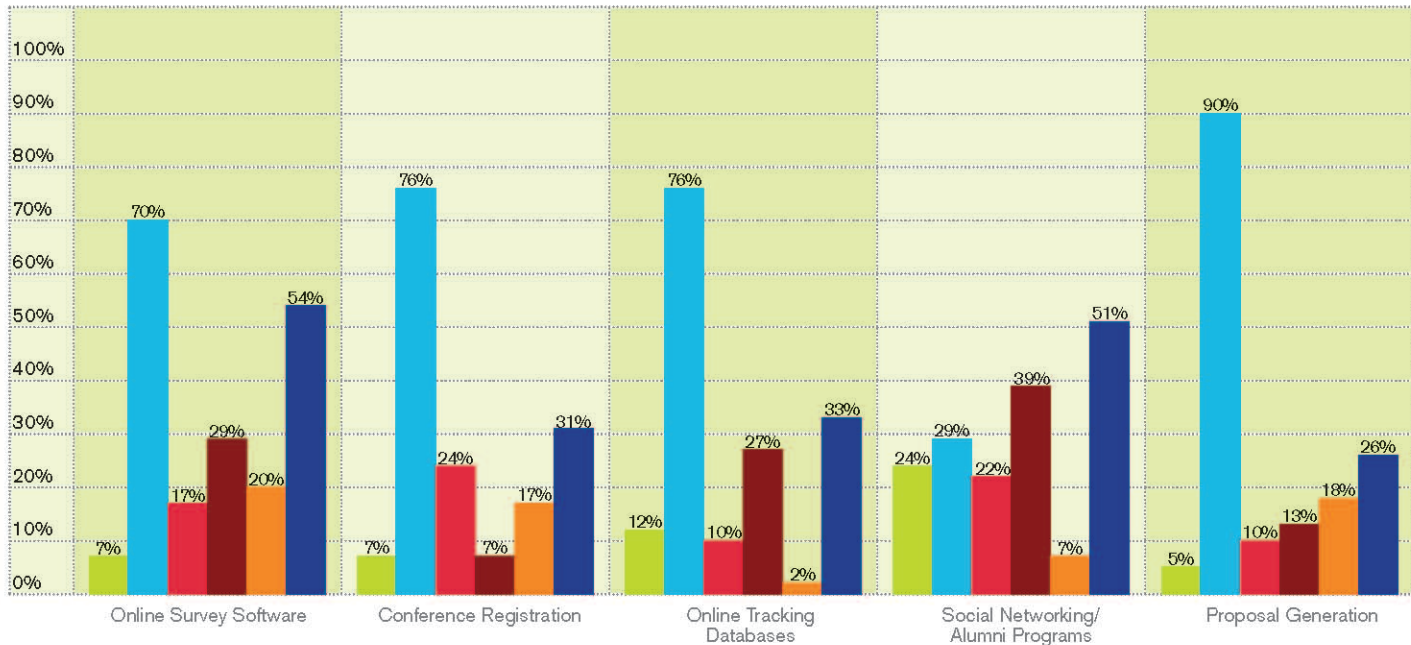


FIGURE 4: A desire to increase efficiency was the most cited reason for implementing technology in all areas except social networking.

PERCENT OF RESPONDENTS



HOW EFFECTIVE ARE MARKETING TECHNOLOGIES?

Percentage of Firms That Gave Technology the Most Effective (7-10) Rating

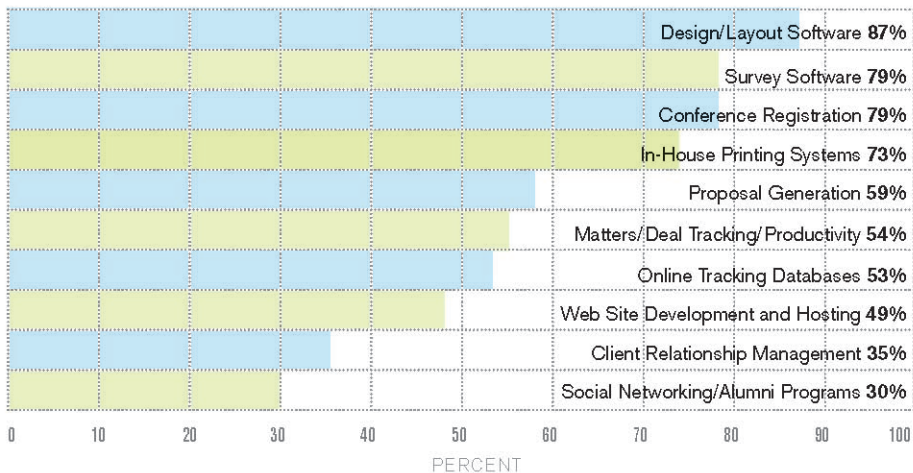


FIGURE 5: Respondents were asked to give the technologies an effectiveness rating of 0-3, 4-6 or 7-10. This chart shows the percentage of firms that gave the highest 7-10 rating. The bottom three technologies—those receiving the most 0-3 ratings—were: CRM with a 24 percent 0-3 rating; proposal generation with a 15 percent 0-3 rating; and social networking/alumni programs with a 14 percent 0-3 rating.

WHO'S USING WHAT?

Top Named Products In Use

Client Relationship Management

- 52% Interaction
- 13% Apex Marketing
- 12% ContactEase

Conference Registration

- 10% Cvent
- 9% GoToMeeting.com

Design Software

- 68% Adobe InDesign
- 40% QuarkXPress

In-house Printing

- 33% Xerox
- 28% HP

Matters/Deal Tracking/Productivity

- 19% Thomson Elite Matters Module
- 5% LexisNexis Billing Matters

Online Tracking Databases

- 8% AtVantage

Proposal Generation

- 24% Hubbard One
- 5% Saturno Web Proposals
- 5% Thomson Elite

Social Networking/Alumni Programs

- 10% ContactEase
- 8% Select Minds

Online Survey Software

- 51% Survey Monkey
- 43% Zoomerang

Web Site Development and Hosting

- 16% Hubbard One

The figures above represent the percentage of respondents who said they use a particular off-the-shelf product or vendor solution for that category of technology.
