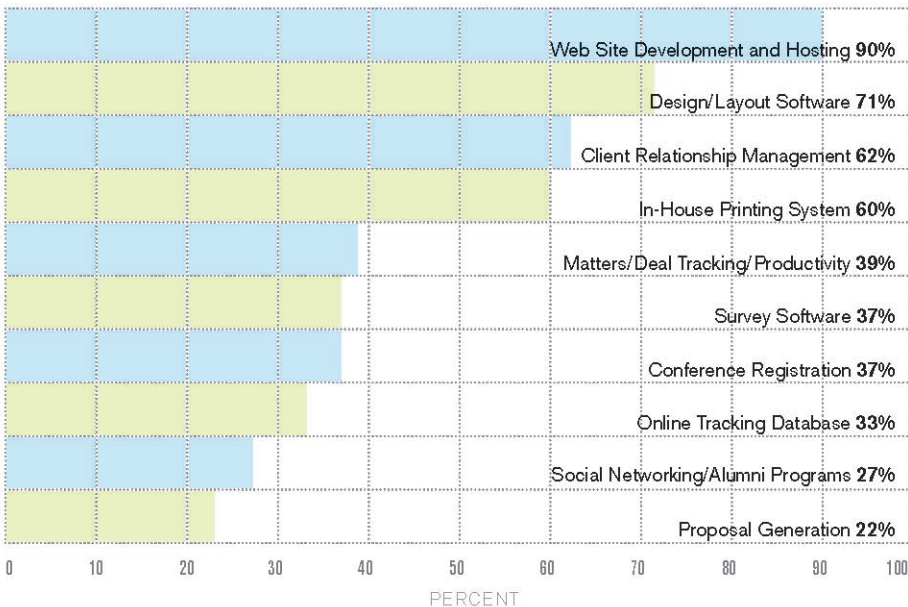


# MARKETING TECHNOLOGIES USED IN LAW FIRMS

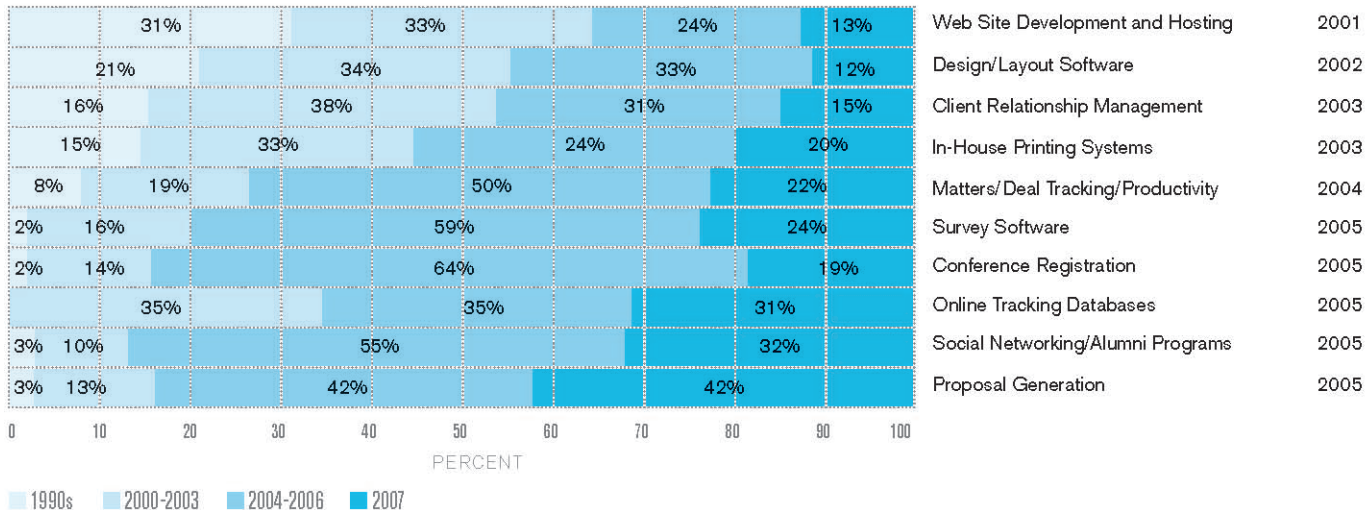
Percentage of Firms That Have Adopted the Technology



**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?

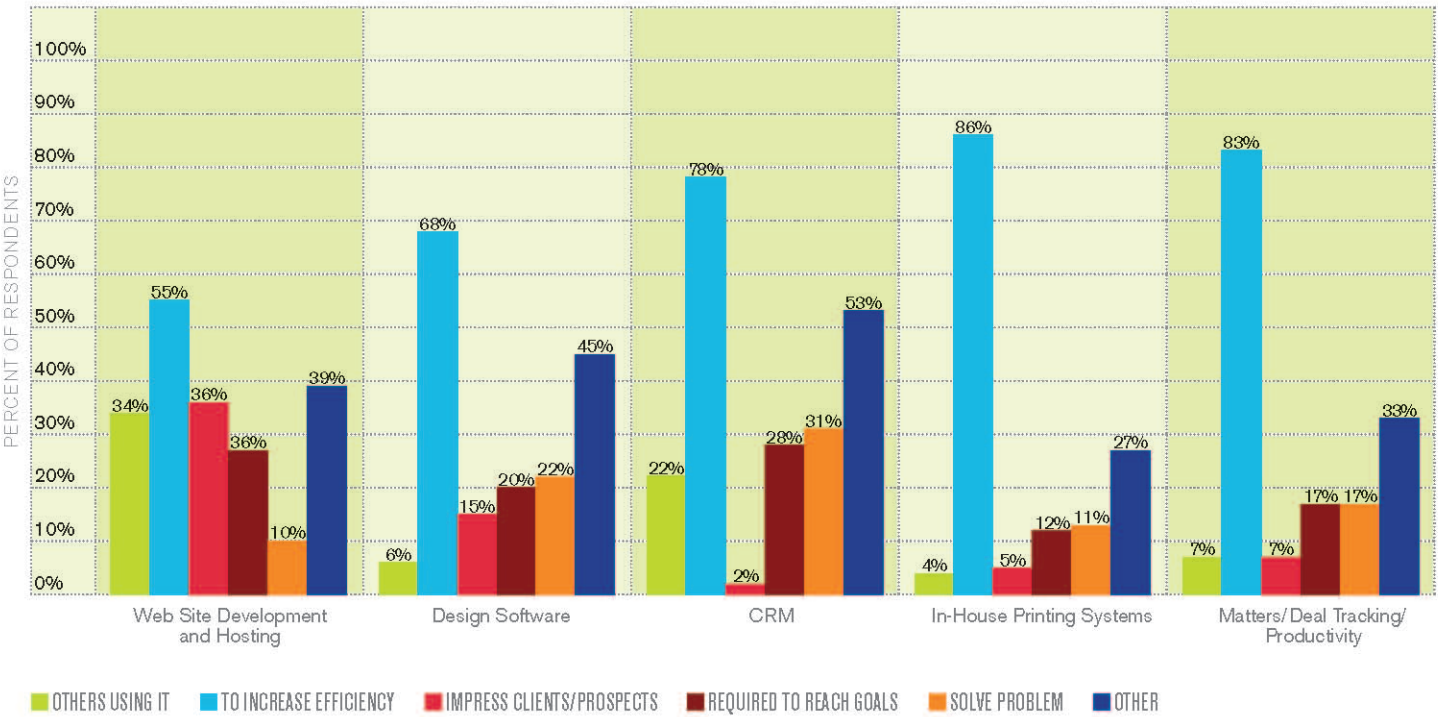
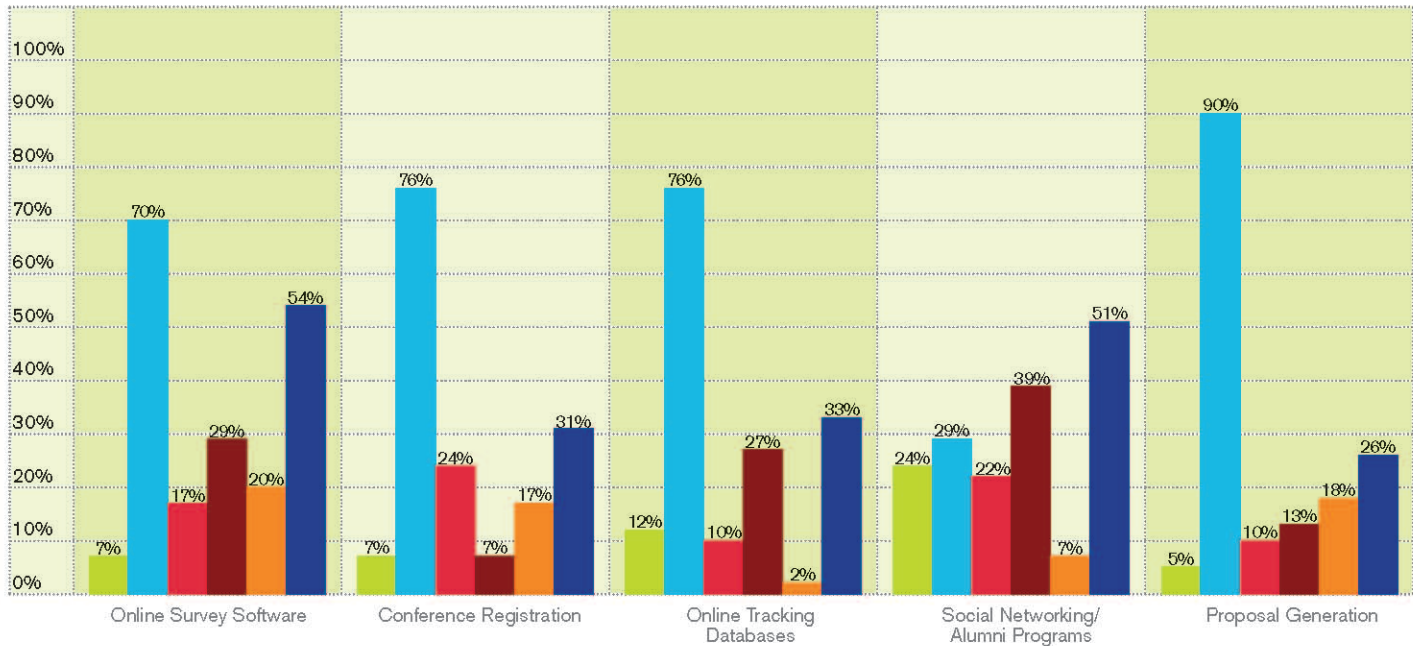


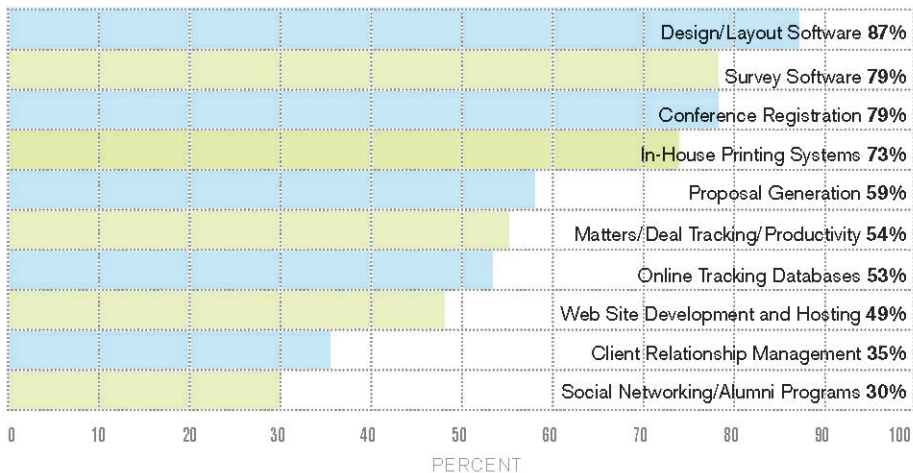
FIGURE 4: A desire to increase efficiency was the most cited reason for implementing technology in all areas except social networking.

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.

---