

Strategies

11-12.12
V14.N08

The Journal of Legal Marketing



Getting Ready for the New Year

Goal Setting with Neuroscience in Mind

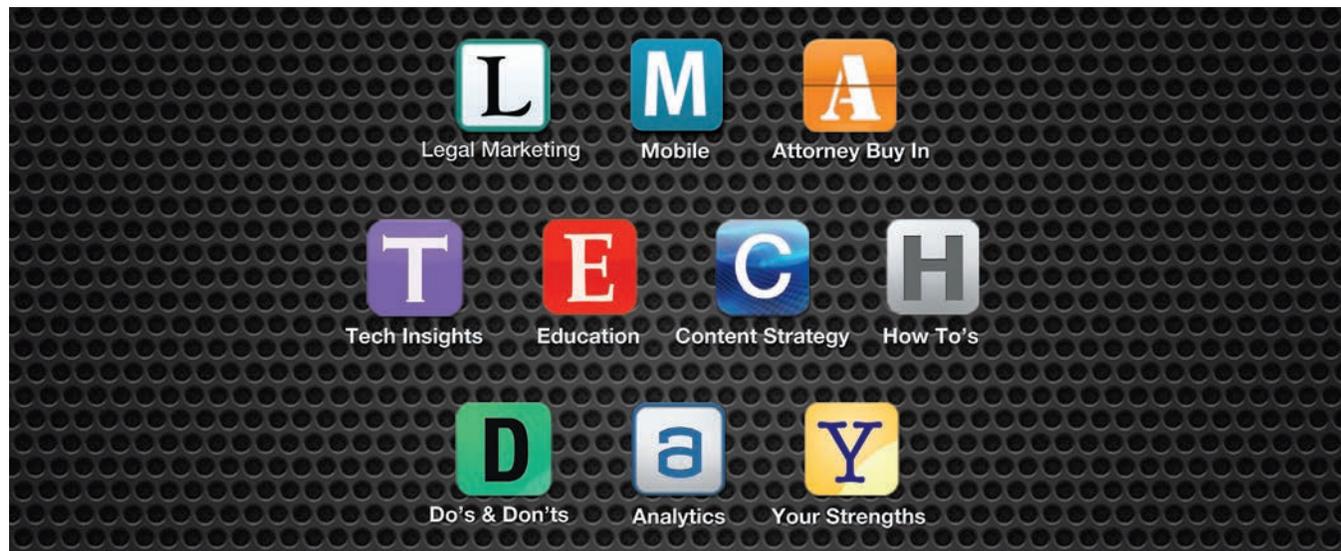
'Tis the Season for Giving and Receiving — Referrals



10 Tech Tips from the LMA Tech Conference That Increase Productivity



By David King Keller



At the 2012 LMA Tech Conference/West in San Francisco held in October, attendees were greeted with a long list of experts and exhibitors who were ready to share tech tips to increase a law firm's productivity and revenue. Adam Stock, of Allen Matkins, co-chair of the event, opened the conference with a humorous texting video, which other meeting planners are sure to borrow (check it out here: youtu.be/Q0x9KxBaL84).

He said: "The high interest in the LMA Tech Conference continues to amaze us. It is a reflection of the high interest in and the importance of these technologies to law firms — from solo practices to large firms. People have commented that we do an excellent job of getting the word out about this conference. Our secret is that we use the marketing technologies that we have learned at the previous conferences to market the next conference."

And, of course, there were tech tips galore. Here are 10 of them, highlighting programs and services that legal marketers can use to increase efficiency and productivity.

1. SlideShare — Sheenika Shah, business development coordinator for Knobbe Martens Olson & Bear LLP, suggests SlideShare (www.slideshare.net), a free online tool for sharing presentations, documents and PDFs that you can link to your website, send individually via a link within email and share on your social media channels. "This method of sharing information is in line with the trend toward media-rich content, which is great for SEO," Shah said. All conference presentations are available via SlideShare at tinyurl.com/ceouw4y.
2. Reeder — Jeff Yerkey, web and interactive director for Right Hat, said: "The single biggest workflow saver I use is the 'lash-up' between Google Reader and an iPhone/iPad app called Reeder (reederapp.com). I configure all of my news RSS feeds into folders through Google Reader. Then, in Reeder, I scan/read all my news feeds in record time. I send really long articles to Instapaper (www.instapaper.com) to read later on my computer, iPad or smartphone."
3. Doodle — Jacqueline Madarang, marketing technology manager at Best, Best, Krieger LLP, and Jay Walsh of Ligature legal printing love Doodle (www.doodle.com). "Doodle is free, easy and radically simplifies the process of scheduling meetings and events," Madarang said. "Whether it's a group business meeting or dinner with friends, you can easily poll a number of people to gain consensus on date and time options," Walsh said.
4. E-learning — Try e-learning to improve business development skills. Mike O'Horo of RainmakerVT delivers "a game-like simulation and virtual coach that teaches you practice growth strategies from your computer." David Ackert of Practice Boomers offers, "a compatible program that uses a combination of video, podcast and group conference calls to ensure implementation." Both provide 24/7 training access and performance metrics at a cost lower than traditional live training. Here are two samples: tinyurl.com/9tf847d and tinyurl.com/9u528al.
5. Mini-website — Deborah McMurray, CEO and strategy architect for content pilot LLC, said: "Using your IT resources to create website bios that offer an interactive experience for your visitors. Rather than the standard bio on one long page,

when a visitor clicks your name a mini-website appears with tabs to view various aspects of your skill sets, experience and personal interests allowing you to showcase what's best and most unique about you in a clean elegant fashion." See an example here: tinyurl.com/9vnxzoc.

6. Egnyte — Another tip highlighted was using Egnyte, a cloud-based service that allows users to store, share and access files anytime (www.egnyte.com). "Egnyte is a hybrid cloud service with online and local access," said attorney Jeff Curl, JC Law Group PC. "We control user access and permissions for each client and staff member. As bankruptcy attorneys, we need a lot of documents to prepare a case for filing. Egnyte gives us security, helps us streamline case management and reduces the burdens on clients who can upload files directly to designated folders."
7. JDSupra — "Lawyers are being called for new matters and speaking engagements because clients came across their legal articles while doing research on [the JDSupra website]," said Adrian Lurssen. "JDSupra puts your attorneys' expertise front-and-center on LinkedIn, Google, Twitter and other websites, and it will deliver legal news in your selected category directly into your inbox," said Paul Ryplewski, LMA Bay Area president and client services director at JD Supra (www.jdsupra.com).
8. Prezi — "Thanks to Adam Stock's leadership, we broke out of the one-option-only PowerPoint approach by using Prezi (prezi.com) to create our opening presentation," said Clare Ota, conference co-chair and marketing coordinator at Murphy, Pearson, Bradley & Feeney. In a panel on video for law firms, Stock used Prezi to create an impressive collection of images and video, which can be viewed here: tinyurl.com/c4xyj98. "Prezi was easy, fun and added a lot of variety to my visual display," Stock said.
9. Basecamp — "We're using Basecamp (basecamp.com) as the organizing center of our website redesign and CRM roll out; it's logical, accessible and can distribute emails to select groups. It's a project manager's dream!" said Mee Mee Wong, marketing director at Coblenz, Patch, Duffy & Bass. Basecamp keeps track of project discussions, files and events all in one place. "[It] provided our conference committee the communication hub we needed," agreed Kathryn McCarthy, director of facilities and information technology at Miller Starr Regalia, and Anne Tang, senior marketing and business development coordinator at Bingham.
10. Wild Apricot — "We had great success with cloud-based Wild Apricot (www.wildapricot.com) to handle all of our conference registration needs. It allowed us to identify all the various categories of registrants and easily personalize conference update emails to different groups within the registered base," said Kirsten Germeraad, business development manager at Goodwin Procter LLP.

Check out the conference presentations by visiting SlideShare at tinyurl.com/ceouw4y.



CMOs Name Their Favorite Tech Tips

We asked CMOs and other major players at the 2012 LMA Tech Conference/West to name their favorite tech tip, and here's what they said:

"Recently, I learned about the RateDriver (tinyurl.com/8nkw3bk) app," said Maggie Watkins, chief marketing and business development officer at Best Best & Krieger LLP. "It allows you to quickly calculate an attorney's hourly rate based on geographical location, practice area, size of firm and years of experience. It's really easy and seems to be fairly accurate."

John Corey, LMA Tech Conference/West keynote speaker and president of Greentarget, said: "Like many of us, I'm a big consumer of content on my mobile devices, and given the deluge of information we are bombarded with every day, I swear by Instagram (instagram.com) as it helps me store articles and other 'must-read' information that I don't have time to consume when I first see it."

Jason Romrell, president and chief legal officer for Budget Van Lines and CEO of Attorney Boost, said: "Don't be afraid to swim in the social media pond (just avoid skinny dipping). Tools like Twitter, Facebook and Instagram have changed the way we work. I hired an excellent lawyer I got to know through Twitter. As an in-house attorney, I have to understand social media because my clients use it for marketing and customer service."

Jim Stapleton, chief marketing and business development officer at Littler Mendelson, said: "To get a handle on competition, I employ a research portal that synthesizes a variety of anecdotal and digital information to create competitor profiles, which better enables us to focus our client outreach program. Although we use a proprietary portal, I would point people toward Manzama (www.manzana.com)."

"We hired MK Partners to customize our Salesforce (www.salesforce.com) program," said Jonathan Fitzgarrald, chief marketing officer at Greenberg Glusker, who presented "R.O.I: The Only Technology Acronym That Matters." "Now, instead of having to go to six or seven different databases, we have one depository for everything related to business development, and it works seamlessly with our CRM program, Interaction (www.interaction.com)." ■

David King Keller, CEO of Keller Business Development Advisory Group, is the award-winning author of "100 Ways to Grow a Thriving Law Practice" and the ABA bestseller, "The Associate as Rainmaker: Building Your Business Brain." He can be reached at david@kdbdag.com.