



Law Firm

Birmingham, Alabama

Strategic Marketing Planning & Execution

▶ **Background.**

Partners at a successful, 30-year-old, Birmingham-based law practice decided, for the first time, to address the firm's perception challenges and to engage in a more formal, proactive approach to business development. To date, all business development efforts were ad-hoc, and were not contributing a reasonable return on invested time and resources. The partners also felt that the firm's diluted identity was negatively impacting business development efforts.

Markstein Consulting was hired to develop a comprehensive positioning platform and to create a targeted outreach strategy designed to connect the firm with prospective clients, while strengthening communications with its current client base.

▶ **The Challenge.**

The partners had a pressing need to strategically, consistently, and accurately manage the firm's internal and external perceptions. Complicating this need was the firm's closely-related practice areas that serve a diverse client base of both national and local clients, who range from Fortune 500 companies to individuals.

The firm was experiencing challenges in two strategic areas. First, the partners feared the practice areas were perceived by some as conflicting in nature. Second, the firm lacked a formalized, structured strategy to grow its client base. Finally, some of its partners were hesitant to engage in this process.

▶ **How We Helped.**

Markstein Consulting leveraged its proprietary methodology to develop a comprehensive positioning platform for the firm. The process began with a strategic discovery session and ended in a comprehensive messaging guide. The positioning platform was enhanced by a twelve-month Strategic Marketing and Communications Plan that included a structured business development strategy and a full, tactical implementation program.

- **Positioning Platform Development.**

Markstein Consulting engaged the firm's partners in a messaging exercise, in which current and desired perceptions were explored. From this exercise and a series of interviews, a positioning platform was developed and messages were created to effectively and consistently communicate the new platform.

- **Strategic Marketing Planning and Execution.**

Markstein Consulting created and implemented a strategic marketing and communications plan that included proactive and targeted outreach initiatives that increased the firm's exposure to potential clients and enhanced communications with its current client base.

▶ **Results.**

The law firm's new positioning platform was successfully rolled-out through a firm-wide internal communications initiative, and was effectively communicated externally through website language and other marketing collateral. Feedback on the firm's new platform was consistently positive among its current client base and prospects.

Implementation of the Strategic Marketing Plan resulted in increased exposure among the firm's target prospects and continues to positively affect client acquisition. In addition, these efforts led to current clients engaging additional services that they were not previously aware the firm offered.

▶ **About Markstein Consulting**

Markstein Consulting, LLC is a management consulting firm exclusively focused on developing and implementing effective business strategies for its clients. We help companies transform their business challenges into strategic opportunities through four practice areas: corporate strategy, marketing and communications, operational effectiveness, and organizational dynamics. Markstein Consulting is based in Birmingham, Alabama, and can be reached at 205.323.8208.