

## Insights from Legal Marketing Leaders - Part 4

April 21, 2010

From HBC's Sound Bites Blog ([www.hellermanbaretz.com/soundbites](http://www.hellermanbaretz.com/soundbites))

This week, we're rolling out our final set of interviews from the 2010 LMA Conference. [Amy](#) and [Caitlin](#)--both first-time conference attendees--were blown away by the interviews they got from industry veterans while in Denver. From [Ross Fishman](#) telling us how to "think like a lawyer" to [Sonny Cohen](#) discussing online marketing strategy to [Kathleen Reichert](#) giving her predictions for industry trends, we've heard some great scoop from LMA's movers and shakers. We cracked the secrets of a successful *Chambers* submission thanks to managing editor [Catherine McGregor](#). Quick Start organizer [Maggie Watkins](#) gave us her tips for success in the field, while [Kevin McMurdo and Chris Kraft](#) predicted industry changes.

In our final set of interviews, we talked to veteran legal marketers [Mark Greene](#) and [Wendy Horn](#).

Working with over 800 attorneys at Nixon Peabody, CMO [Mark Greene](#) is a busy guy. We were glad he took time to give not only us his predictions for the industry, but advice for young legal marketers, too.

Among his predictions:

- Law firms will be managed more like companies-with a greater emphasis on business planning, financial analysis, and competitive intelligence
- Firms will see a growing trend of disaggregation, as clients look to different sources for their legal needs

For more from Mark, including his tips for young legal marketers, see the video below:

[http://www.youtube.com/watch?v=yryk-hS5HOo&feature=player\\_embedded](http://www.youtube.com/watch?v=yryk-hS5HOo&feature=player_embedded)

[Wendy Horn](#) is a founding member of [LIFTOFF LAW llc](#), which provides support to spinoffs, boutiques, and traditional firms engaged in new initiatives. We heard a few weeks back from [Sonny Cohen](#), her partner in crime, on effective internet marketing strategy. Wendy shared her thoughts on where the industry is headed with us, including:

- Law firms will turn to new business models-like virtual firms, specialty-industry boutiques, and firms with both lawyers and an increasing number of non-lawyers
- The client will play an expanding role in how work is packaged, priced and delivered
- Marketers will have to be more efficient and make a greater impact with "modest resources"

[http://www.youtube.com/watch?v=B\\_6dmnr1H\\_U&feature=player\\_embedded](http://www.youtube.com/watch?v=B_6dmnr1H_U&feature=player_embedded)

We hope you enjoyed our LMA video interviews, and we can't wait for LMA 2011 in sunny Florida.