

# Marketing to Law Firms



## Market smarter, not harder, by knowing what matters most to your clients.

Check out these 4 reports to find out what worries attorneys, small law firms, in-house counsel, and other legal professionals in your target audience.

Then, show you know what keeps them up at night. Discuss their concerns in emails, newsletters, blog posts, and on your website. Talk to them about their stressors.

They'll feel you truly understand their needs.

Which absolutely has to happen before they'll rely on you to meet them.



### Clio 2017 Trends Report

Clio's "most comprehensive analysis of the legal industry to date" discovered:

- Finding new clients is a major



### Thompson State of U.S. Small Law Firms Report

Learn more about these top three challenges to small law firms:

- Finding and acquiring new

concern for lawyers

- The average law firm misses out on 6 billable hours a day
- Administrative tasks eat up 48% of the time that could otherwise be spent on billable tasks

[Read the report](#)

clients

- Spending too much time on administrative tasks
- Managing the increasing complexity of technology

[Read the report](#)



## LEI 2018 Report on the State of the Legal Market

Georgetown University Law Center and Thomson Reuters collaborated on this report that found:

- Law firms continue to see very sluggish growth in demand for their services
- Law firms that proactively address client needs with innovative technology, alternative staffing solutions, flexible pricing, etc. can achieve significant success

[Read the report](#)

## Corporate Legal Operations Report

*Facts & Analysis*



## Consero 2018 Corporate Legal Operations Report

Corporations are developing legal operations solutions to more efficiently and effectively manage legal departments.

Top concerns include:

- Improving legal technology management
- Controlling costs
- Cybersecurity and data privacy

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**Leah Presser, Legal Industry Writer**

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