

## **Five “Oscar” Awards in The Legal Marketing World**

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The Oscars of the legal marketing world were announced March 15<sup>th</sup> at the world’s largest gathering of legal marketers at the Gaylord Texan Resort. The international Legal Marketing Association (LMA) sponsors Your Honor Awards at its annual conference. ([www.legalmarketing.org](http://www.legalmarketing.org)).

This is news you can use to grow your own practice. Learning the details of the various Your Honor Awards entries can provide vital information for anyone involved in law firm marketing communication. Below are 5 of the First Place winners out of nearly 60 awards.

**Best In Show** went to Sutherland Asbill & Brennan LLP for their Sutherland Legal Project Management. This LPM is described as “easy-to-use tools that enhance client service, create efficiencies and supports the tracking of a variety of metrics and tasks.” The LMA judges said, “Everyone faces this issue, and they took a very clever approach. It’s a breakthrough in legal project management.” For details on this award go to (<http://bit.ly/FOn3Uo>)

The **Online Interactive Marketing Tools** award went to Allen Matkins Leck Gamble Mallory & Natsis LLP. “Testing showed that videos were one of the most persuasive forms of online communication,” said Adam Stock, Director of Marketing & Business Development, and co-chair of the upcoming 2012 LMA Tech Conference West. “So, we created a full-scale video-centric website with nearly 100 videos that convey what services and expertise the attorneys can deliver.” <http://bit.ly/zF2BlS>

The **Advertising — Single Ad** award went to Ryan, Swanson & Cleveland PLLC. “Our new online ad, *Humanese Over Legalese*, supports our identity and positioning,” said Jason R. Miller, Director of Marketing & Business Development. Legalese is replaced with ‘humanese.’ We give straight answers to complex questions that otherwise would leave a client’s head spinning.” LMA judges pointed out that the online ad created “good stats on traffic and click-through rates.” <http://bit.ly/FPxdTu>

The **Marketing on a Shoestring** award went to Wiggin & Nourie P.A. “Our young attorneys who lacked business development training were feeling a lot of pressure to bring in business and keep their billable hours up,” said Jeannette Riendeau, Director of Marketing & Client Relations. “One solution was to form the Wiggin & Nourie Book Club which would meet and discuss an assigned section of a business development book written for attorneys. After each discussion the attorneys were challenged to implement one of the book’s strategies.” <http://bit.ly/epAL57>

The **Events** award went to DLA Piper for their Global Women's Leadership Summit. "We believe no other law firm has put together an event of this kind," said Maureen Migliazzo Chief Marketing Officer. "With nearly 100 women general counsel and other senior in-house lawyers in attendance, the event focused on topics of interest to women in the law, in business and in international communities. LMA judges said, "Top notch... Nice collaboration with industry leaders and general counsel." <http://bit.ly/xXHeJl>

Go to <http://bit.ly/z8slQg> for a full description of the details and strategies of all of the winning entries.