



Do you need a safe pair of feet to fill any short-term gaps in your marketing and business development team?

You don't need us to tell you these are challenging times. As the leader of a law firm, now more than ever, you are required to make tough but vital decisions in order to minimise costs whilst improving productivity without affecting your service levels or market share.

This may have left some holes, particularly within non-fee earning roles. However, these functions still have a valuable contribution to make as your law firm seeks to bridge the gap between the difficulties being faced today and your safe return to a stable trading environment.

One solution may be to outsource your marketing and business development to recognised legal marketing experts.



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Why should you consider outsourcing parts of your marketing and business development during the current uncertainty?



The commercial health of every business is governed by four pillars:

1. Finance
2. People
3. Operations
4. Promotion

By adapting the way you manage your marketing and business development and blending your remaining in-house resources with some external help in the areas you can't currently cover you will:

- Save cost
- Improve efficiencies
- Speed up turnaround
- Increase the quality of your marketing materials

Meanwhile you are free to continue to build your profile and strengthen your client and professional relationships.

What are the direct benefits of outsourcing?

If we use the four pillars we've already mentioned we feel the benefits of outsourcing different parts of your marketing and BD are:

1. The financial

If you were setting up your law firm today would you still choose your current in-house marketing structure?
Probably not!

Historically, marketing teams have grown from event managers to conference producers, the creators of brochures and newsletters and PRs chasing editorial coverage in the trade and local press.

Over the last few years this has changed dramatically. The value of hard copy has diminished as more creative and interactive initiatives like content marketing, social media, video, podcasts and online events have taken over.

The good news is that all of these tactics cost less but reach more potential clients. Adapting your marketing to embrace these new ideas will reduce your spend but increase the likely level of return.

2. Your people

How confident are you that your team offers the capability your firm needs across the board?

Our experience of working with more than 100 law firms would suggest it's probably not the case. As things get tougher, you need to know you can call on the ideas, insight and ability required to consistently drive your name into your chosen markets in a more inventive and informative ways.

Moreover, this unfortunately is a time when the cost of each member of your marketing team has to be scrutinized. Are they really making a contribution that covers their salary and their on costs? Are they paying for the desk they are probably only using sporadically?



3. The way you operate

How well do your current set up and systems meet the needs of the way you will need to run your business from now on?

One thing we have all learned over the last few months is the enormous part technology can play when it comes to reducing costs, improving efficiencies and ensuring your clients receive a consistent level of service while we're working between home and the office.

Marketing is no different.

How much more could technology (and that means what our tablets and smartphones can do, not buying in hugely expensive new kit) do to improve the way you get your messages out to your clients, contacts and targets?

4. The way you promote your firm

Arguably there has never been a more important time to invest in marketing and business development.

Markets have hardened, clients are more cost and value sensitive and competition will only continue to grow as more firms fight for less work.

This means you need to do much more than continue to do what you've always done. Your promotional activity must be more targeted if it's going to be effective.

This is where a fresh approach, a different perspective and some new ideas will pay dividends.



If you were to outsource parts of your marketing and business development, how would it work?

When you find you have a gap to fill, get in touch and we can discuss your requirements before suggesting a solution.

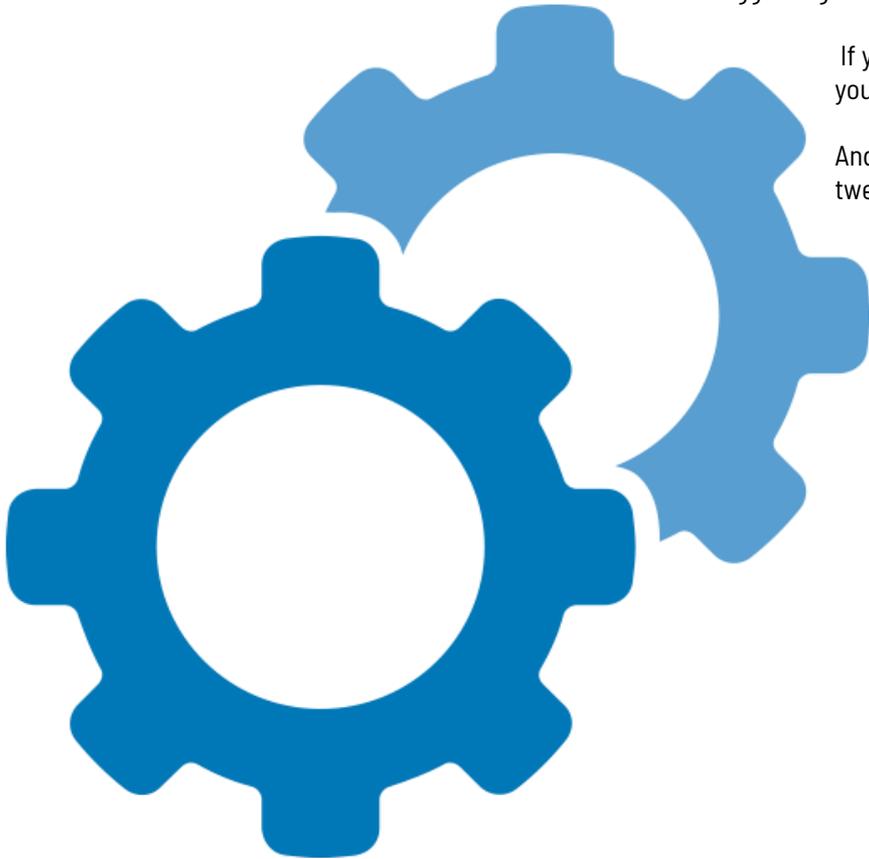
If you like that solution, we will get started as soon as we have a green light from you.

And, if you find your needs or your priorities change over time, tell us and we will tweak our delivery so it's exactly what you want.

If you want to increase or reduce the support you receive, we can do that with a month's notice so that - again - you only ever receive exactly what you need.

And while we are working together we will make these 3 promises:

1. As hugely experienced professional services marketers, you can leave everything to us safe in the knowledge you will receive what you need in the most efficient and cost-effective way
2. Your approach to marketing and business development will be continually adapted to reflect your clients' needs, the latest thinking and the opportunities permitted by current restrictions
3. You will have the reassurance of knowing you have a safe and very flexible pair of feet in place to bridge the gap between now and our eventual return to a more normal working life



What marketing and business development services can we provide?

Over the last 15 years there is very little we haven't done for law firms but in general terms the marketing and business support we can offer splits into two areas:

1. Strategy and development

- Creating a compelling client value proposition for your firm
- Building marketing and BD plans for your firm, departments or teams
- Implementing a sector marketing strategy
- Delivering business development training
- Providing 1on1 coaching for fee earners
- Client listening programmes
- Market research and analysis
- Producing new products to package your key skills
- Introducing cross-selling initiatives

2. 'Physical' marketing

- Writing blogs and articles
- Copywriting
- Tender and pitch production
- Help with producing webinars, podcasts and other 'virtual' marketing options
- SEO and digital marketing services
- Social media materials
- Design
- Producing animations, video and infographics



Why should you choose Tenandahalf?

Tenandahalf is a specialist business development agency that works exclusively in the professional services sector.

Of the 200 clients we have worked with since 2005, more than 100 have been law firms. As a result we know what works when it comes to packaging and promoting a law firm.

By combining what we've learned from working within the professional services sector for more than 15 years with the corporate experience we gained from our time in senior sales and marketing roles at Procter & Gamble, Shell, Lloyds of London and Informa PLC.

We also offer one more huge plus.

As we've hosted hundreds of client service reviews for lawyers, accountants, barristers and patent and trade mark attorneys, we have been told what clients want from you. This is insight we can call on to help your firm grow.

Finally, we make it easy. We are the only full service business development agency that specialises in marketing professional service firms.

While some provide training, some assist with planning and strategy and others can deliver client listening programmes, we do it all. But more than that, we also offer design, digital marketing, SEO and PR support. This means that regardless of what you need, you will only deal with one supplier which will make the task of filling in the gaps much easier.

Moreover, as you'll be able to review and refresh your requirements as and when you need to, we will also prove to be much more cost effective as you will only ever pay for what you need at that moment.



But don't take our word for it ...

"Bernard and his team were instrumental in kick starting the key client feedback and mystery shopper programmes at my firm. We were starting from scratch but his manner and understanding of the sector quickly build trust with both internal stakeholders and our key clients. The resulting insights were pivotal for the development of our brand and offer and were fed back in a way which made them clearly understood and actionable. Thanks for the measurable difference you made!"

Sarah Walker-Smith, then marketing director at Brown Jacobson

"The Client Service Reviews that Tenandahalf carry out for Stone King reliably get to the parts of clients that we cannot get to, telling us what our clients really think."

Roger Inman, Partner and Head of Education, Stone King LLP

"We used Doug and Bernard to help us develop our Business Development strategies to take the firm into its next stage of growth. They are exceptionally good at getting to the heart of a problem very quickly and showed great skill in helping to mentor our fee earners develop their business development skills."

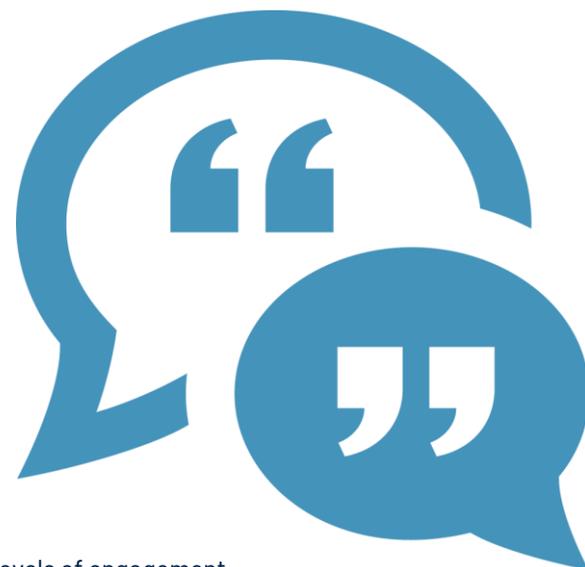
Stephen Beck, Managing Partner, Whitehead Monckton

"I have received nothing but positive feedback from colleagues on the sessions Doug has run; he achieves great levels of engagement, he is straight talking, highly credible and empathetic and able to focus people to a plan that they are bought into and motivated to deliver."

Neil Cormack, Head of Business Development & Marketing, Lupton Fawcett

"Doug quickly identified what we were doing well and where we needed to pay more attention. We're very happy with the support that we have received from Size 10½ Boots and intend to maintain our relationship."

Mike Cubbin, CEO, Gepp Solicitors



What next?

If this sounds interesting, let's discuss it further. Please email me today at Bernard@tenandahalf.co.uk or call me on [07771 897772](tel:07771897772) and we can set up either a video call or, if possible, a meeting at your offices.