

If You Don't Market It, Does It Even Exist?

Marketing Strategies for Law Firm Alumni Programs

NALP 2024 Conference | Boston, MA



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Attorney & Alumni
Engagement Manager
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Adrienne Kelly
Global Director of Alumni
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Senior Manager, Channel
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Judy Davis: Attorney & Alumni Engagement Manager, Greenberg Traurig, LLP



- Am Law 20 Firm
- 2,650+ Lawyers Globally
- Department: Marketing & Business Development
- Number of full-time employees devoted to alumni program: 3
- Alumni Program Maturity: 3 years



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Adrienne Kelly: Global Director of Alumni Relations,
McDermott Will & Emery



- Am Law 25 Firm
- 1,400+ Lawyers Globally
- Department: Chief Operating Officer
- Number of full-time employees devoted to alumni program: 2
- Alumni Program Maturity: 3 years



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Stephanie Dorssom: Senior Manager, Channel Marketing
& Alumni Relations, Husch Blackwell



- Am Law 100 Firm
- 1,000+ Lawyers Nationwide
- Department: Client Development
- Number of full-time employees devoted to alumni program: 1
- Alumni Program Maturity: 4 years



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Overview

- Industry Perspectives on Alumni Program Effectiveness
- Marketing Defined
- Identifying Audiences
- Marketing Law Firm Alumni Programs



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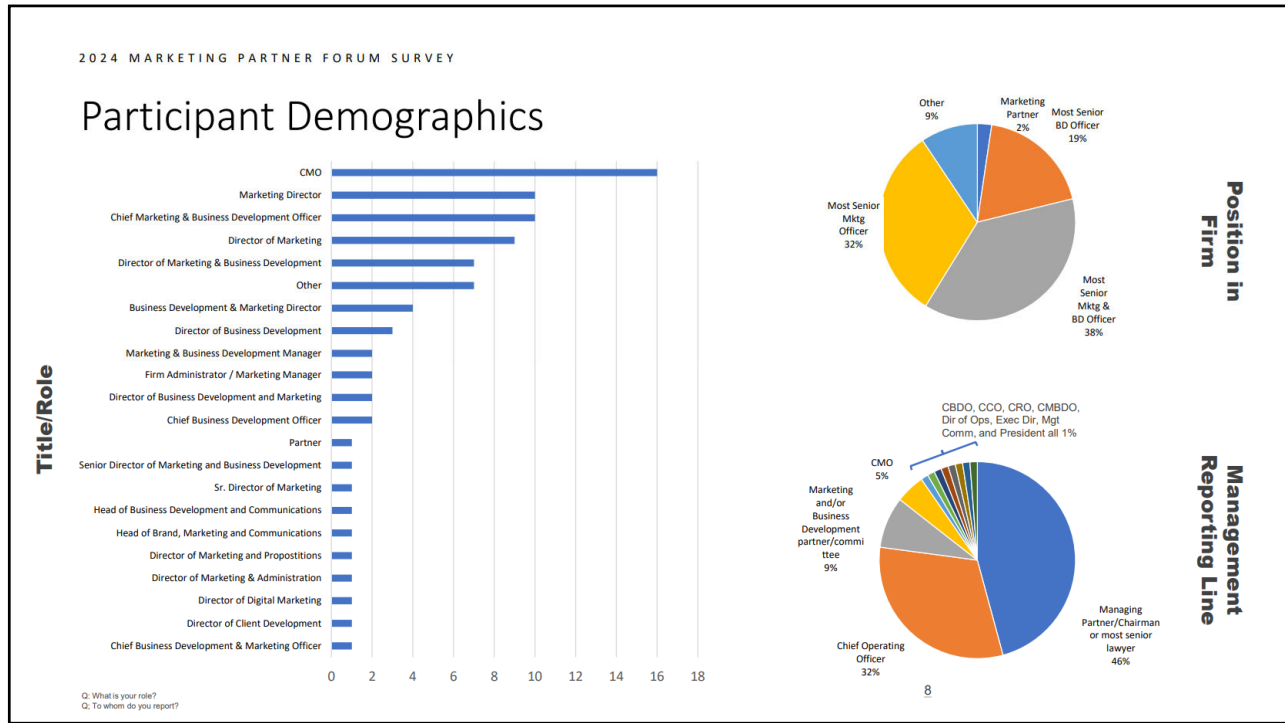
Alumni Managers

Function	All	Law
Human Resources/Talent	38%	18%
Marketing	29%	32%
Business Development	17%	26%
Split on Business Development /HR/Marketing	6%	6%
Corporate Affairs	8%	6%
Other	2%	12%

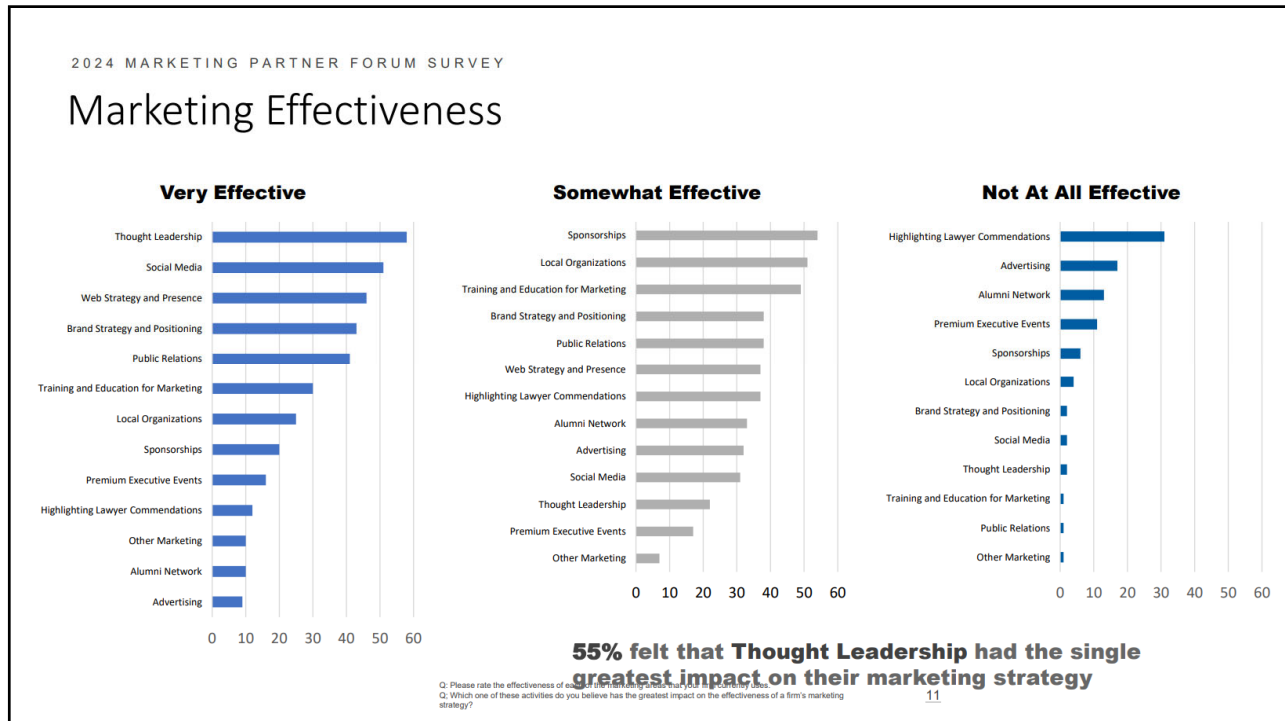
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Marketing Defined

- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (American Marketing Association)

Traditional

- Print, TV, Radio Ads
- Referrals and networking
- Sponsorships (events)
- Billboards
- RFIs/RFPs

Digital

- Website & SEO
- Content Marketing
- Social Media
- Email
- Pay-per-click advertising
- Blogging/Podcasting/Video



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Marketing Defined: Key Components

- Market Research - understanding
- Product or Service Development – meet client needs
- Promotion – communicate value
- Distribution – be available
- Pricing – finding balance
- Customer Relationship Management (CRM) – ensure loyalty



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Marketing Defined: Goals

- Increase brand awareness
- Generate leads and sales
- Build client loyalty
- Drive client engagement
- Maximize profitability

 Why is Marketing so important?

Effective marketing can differentiate a law firm's services from competitors, leading to increased sales and market share.



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Poll: What are your alumni program's main objectives?

Go to Menti.com and use **7161 4645** to submit your responses.



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Case Study: Husch Blackwell Mission

The Alumni Program is the primary connection between Husch Blackwell and its **family of alumni** across the country.

The program encourages alumni to stay connected and serve as **brand ambassadors** for the firm.

We will foster a mutually-beneficial relationship by supporting regular communication and programming in order to strengthen alumni bonds of fellowship and professional association.



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Case Study: Greenberg Traurig, Alumni Engagement & Career Development Business Drivers



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Case Study: Greenberg Traurig



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Marketing Law Firm Alumni Programs

Introducing Alumni Program Sooner in the Employee

48% Promote the Alumni Program
when recruiting **new** employees

62% In Legal Industry

55% Promote the Alumni Program
during the onboarding process

67% In Legal Industry

 PeoplePath



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Identifying Audiences: Internal

- Current Attorneys
- Summer Associates
- Firm Leadership
- Administrative Teams:
 - Marketing & Business Development
 - Growth & Development
 - Diversity, Equity & Inclusion
 - Talent
 - Professional Development
 - Risk Management
 - Benefits & Wellness
 - Pro Bono Department



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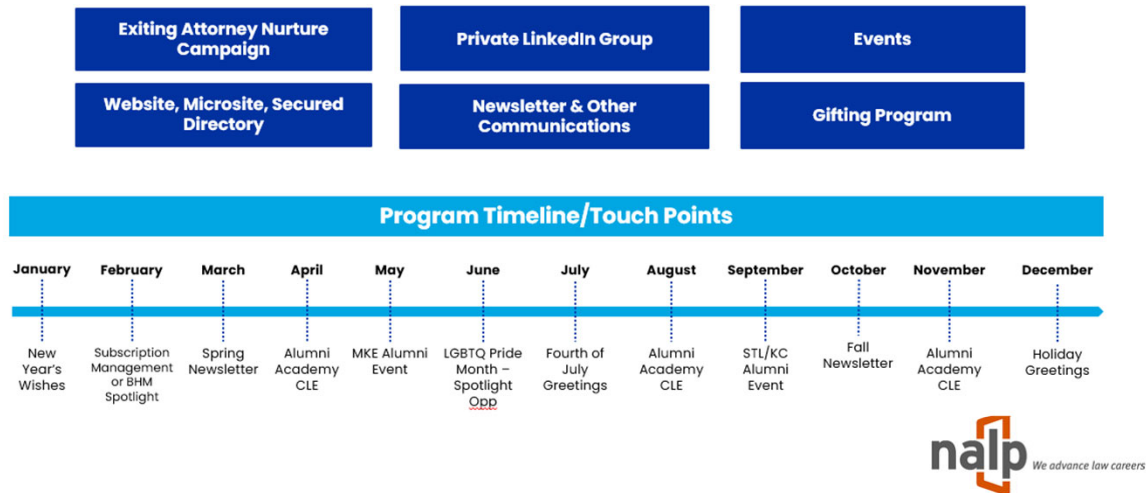
Identifying Audiences: External

- Former attorneys, summer associates, law clerks that left the firm in **good standing** to go:
 - In house at a corporation
 - Into a position with government
 - To a law firm
 - Into solo practice
 - Into retirement
 - To explore other opportunities
- Professional staff?



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Case Study: Husch Blackwell



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Case Study: Husch Blackwell - Events

HUSCH BLACKWELL

Alumni Network

Alumni Appreciation Event

Join Us at Our St. Louis Office

Thursday, May 2, 2024 | 5:00 – 8:00 p.m.
Husch Blackwell
 8001 Forsyth Boulevard, Suite 1500, St. Louis, MO 63105

[RSVP NOW](#)

As a valued Husch Blackwell alum, you are invited to an uncommon experience in our fancy, new St. Louis office! Our world-class space, located in the brand-new Commerce Bank Tower at Forsyth and Meramec, embodies a culture of teamwork, collaboration, and interaction. We can't wait to give you a tour!

You'll get to catch up with other firm alumni and Husch Blackwell attorneys while experiencing acoustic music, delicious culinary offerings, and door prizes in our top-floor, open-air venue with spectacular views of Clayton and the surrounding area.

Join us for nostalgic conversations reminiscing about the "good ole days," along with updates on the latest firm news and developments. You may be the lucky winner at the bourbon tasting and challenge, or perhaps you'd prefer to have some custom permanent jewelry, or a cigar rolled at our cigar bar.

HUSCH BLACKWELL

Alumni Network

Getting Your Arms Around Cyber Incident Response Planning in the Face of Increased Regulatory Complexity



Wednesday, November 29, 2023
Live Webinar | Noon – 1:00 p.m. CT

[REGISTER YOURSELF](#) [FORWARD TO YOUR TEAM](#)

In today's world, organizations are faced with an ever-increasing complexity of regulatory frameworks. Responding effectively to incidents, while ensuring compliance with a variety of state and federal laws and regulations, is a challenge

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Marketing Law Firm Alumni Programs

Newsletter Statistics

Most Alumni Programs communicate with their alumni on a monthly (36%) or quarterly basis (31%)

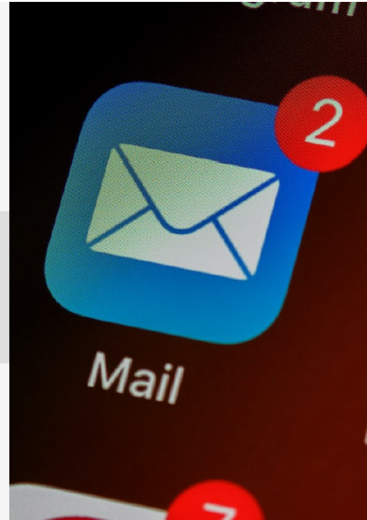
77% Track newsletter open data

79% For Legal Industry

74% Track newsletter click-through data

73% For Legal Industry

PeoplePath



nalp We advance law careers

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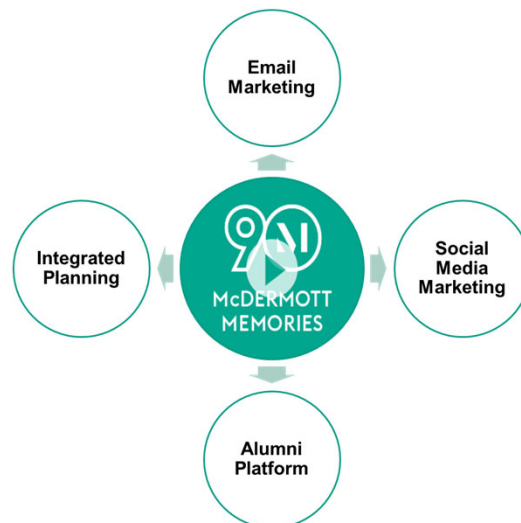
Case Study: McDermott Will & Emery – Multimedia Marketing

Content

Text

Pictures

Video



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Thank you – Let's Connect



Judy Davis
Accomplished alumni engagement,
marketing, and business development pr...



Adrienne Kelly
Global Director of Alumni Relations at
McDermott Will & Emery



Stephanie Dorssom
Senior manager – channel marketing,
communications, and law firm alumni relatio...

