



MARKETING TECHNOLOGY

TECHNOLOGY ACROSS THE LAW FIRM

SCOTT BRINKER'S MARTECH LANDSCAPE 2011

Marketing Technology Landscape

August 2011



External Promotion Customer Experience Marketing Management

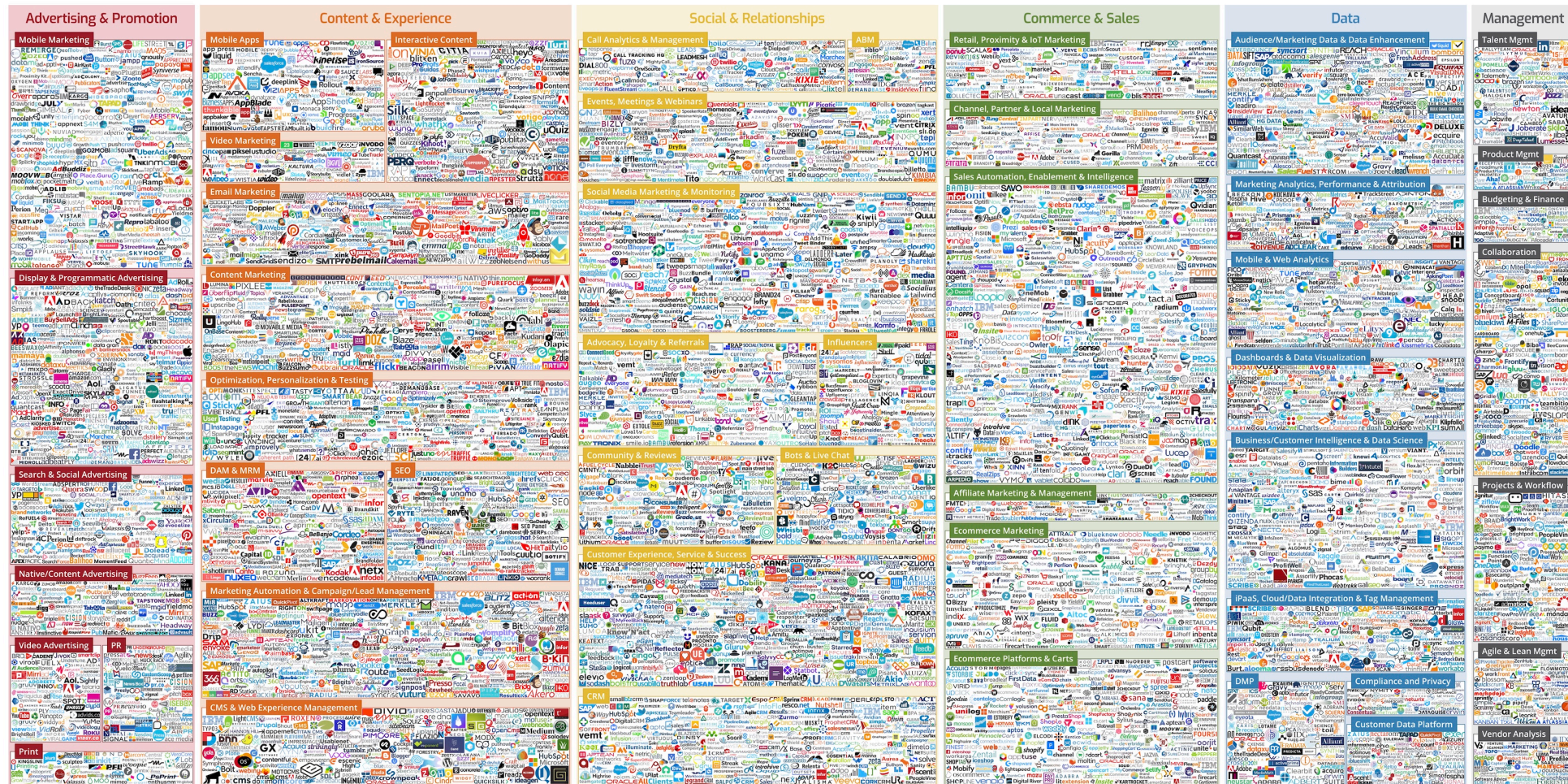
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SCOTT BRINKER'S MARTECH LANDSCAPE 2018



chiefmartec.com Marketing Technology Landscape ("Martech 5000")

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LEGAL MARKETING TECHNOLOGY

- Websites, Microsites, Blogs
- SEO
- Digital Analytics
- CRM/ERM
- Email Marketing
- Experience Management
- Proposal/Collateral Generation
- Mobile Apps
- Webinars, Event Tech
- Social Media, Employee Advocacy
- Podcasting, Video, Digital Media
- Project Management/Workflow Tools

- Keepers of the Marketing & BD Data
- Technical liaison to other admin teams

IMPORTANCE OF CRM

- CRM will often be your most robust and flexible resource!
- It already has tons of data in it and can always find ways to add more!
- Integrations are key!
- Don't boil the ocean!
- No longer just a glorified rolodex!