

When An Agency Just Won't Do

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SMX East**

- LexisNexis® is a leading global provider of content-enabled workflow solutions for professional services verticals
- In addition to Research and Litigation services, LexisNexis provides a broad range of online marketing services to help small and mid sized law firms generate quality leads
- These online marketing services include web site development, search engine optimization (SEO), Pay Per Click (PPC), video development and advertising on Lawyers.com - *the* legal source that provides consumers and small businesses with the information they need to find the right lawyer
- Clay Cazier is one of the leaders of Online Marketing Solutions team and is a Google Qualified Advertising Professional and a SEMPO Certified SEM Professional
- The Online Marketing Solutions team consists of several hundred web designers, developers, writers, SEO & PPC Specialists – all versed in online and legal marketing
- Since 1998, the team has built over 20,000 web site templates
- LexisNexis has been a leader in the online marketing legal community since 1997:
 - Martindale.com: 1997
 - Firm website templates: 1999
 - PPC in 2005
 - Local cable advertising:2007
 - M-H Connected: April, 2009
 - Lawyers.com: 1998
 - Custom web sites: 2004
 - SEO: 2007
 - Law firm video: 2008

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■ The Need

- Client Needs
 - Need to see a benefit
 - Need to feel special
- Agency Needs
 - Scale for volume
 - Profitability/Efficiency is a key requirement
 - Retain some internal competency
 - Manage expectations
 - Reduce churn

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■ The Options

- Internal development
 - Pros: complete control, product development matches the need
 - Cons: systems support, time to market
- Acquisition
 - Pros: reduced time to market, inherit a working model
 - Cons: imprecise match, corporate confusion, initial cost
- Outsource
 - Pros: can be less expensive, can “dial up/down” according to need
 - Cons: loss of control, lesser client experience, robotic metrics
- Partner model
 - Pros: reduced time to market, retain control, efficient
 - Cons: partner flexibility, shared vision?, partnership expectation setting

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■ Building the Partnership

- Partnership = control, performance & profitability
 - Job 1: Establish meaningful ROI
 - Job 2: Revise product definition and communicate onward
 - Job 3: Weekly conference calls = accountability
 - Job 4: Improve/alter messaging to clients
 - Job 5: Shore up internal resources
- Potential problems
 - Get service level requirements in writing
 - May sacrifice some control (release timing)
 - Communication failures