



## *Taking On the Business Development Challenge – Together.*

### What does working with A.L.T. Legal Professionals Marketing Group mean to you?

Working with A.L.T. means having a one-stop, in-house marketing department capable of implementing any kind of marketing endeavor. It means having a “partner” with whom to bounce around business development ideas and tactics. And it means access to the experience and resources of one of the nation’s leading legal marketing firms.

### The A.L.T. Operating Philosophy

Marketing is an investment. Hence, ultimately the only thing that matters is that the client realize a tangible return. To accomplish this requires a thorough understanding of the legal marketplace, a “partnership” relationship in developing and implementing promotional strategies and activities, and lastly (but not least), hard work. To get the most from your marketing investment, “include us” in discussions related to your business development efforts.

### Getting Started

Because marketing efforts are only as good as the data that helps form their underlying strategy, the agency has developed a marketing audit to help us better assist you. Based on the answers from this brief questionnaire, the agency will provide a 2-3 page blueprint that will form the basis for a much more detailed marketing plan.

### A.L.T. Resources

#### Consulting Services

- Marketing Plan Development
- Firm Positioning
- Branding
- Market Research
- Competitive Positioning Analysis
- Budget Setting
- Marketing Mix Optimization
- Lead/Prospect/Client Tracking & DB management

#### Public Relations Services

- PR Plan Development
- Feature Article Writing and Placement
- Press Release Writing and Dissemination
- Special Events
- Press Conferences
- Seminars
- Media Relations



### Administrative Policies

**Estimates:** All out-of-pocket costs are estimated and forwarded for client approval prior to a project's inception. Clients will be informed of any cost overruns

**Invoicing:** Clients working under a monthly fee arrangement are billed on the 15th of the preceding month

Clients on a project basis are billed between 33% and 50% upfront, with the balance due upon completion (for projects which span extended periods, progressive invoices are generated)

Clients on an hourly basis are invoiced at the end of the month

**Time Accounting:** For clients operating on a monthly fee or hourly basis, a time reconciliation document will be provided along with each invoice.

Conference Reports: **For those meetings with extensive** agendas, agency will provide an overview of the items discussed and next steps. In addition, the agency will provide regular status updates

**Confidentiality:** All client related matters are held in the utmost confidentiality by all agency personnel

**Termination:** For monthly fee clients, there is a 60 day out-clause with written notice on all contracts

### A.L.T. Resources

#### Advertising Services

- Print/Broadcast ad copywriting
- Print/Broadcast ad design
- Production supervision
- Media Planning & Buying

#### Internet Services

- Web Site Development (Including Copy & Design)
- Maintenance
- Hosting
- Optimization
- E-Commerce
- E-Newsletters
- Visitor Tracking
- Banner advertising

#### Collateral Services

- Copy, Design And Production Supervision For All Newsletter, Direct Mail & Sales Materials

### Compensation Arrangements

The agency works with its clients in any of 3 ways:

- On an hourly basis
- On an estimated per project basis
- Under a monthly fee arrangement based upon an estimated average number of hours/month