

MARKET RESEARCH

The goal of a market research program is to provide you or your firm with actionable information to improve overall marketing effectiveness, client procurement and brand development. A typical market research program will include the following objectives:

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| Objective: Identify the segments of the market most interested in services provided. |
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| Objective: Identify the client drivers for selecting counsel in these markets. |
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| Objective: Determine the most effective way for reaching high opportunity clients. |
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| Objective: Create the strongest message to potential clients. |
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| Objective: Reconcile internal understanding with market perception of competitiveness. |
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