



WEBINAR

How Innovation can Help Business Development Managers

September 25, 2018

Today's Speakers

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- Jason Calacanis

Hackers often describe what they do as playfully creative problem solving.

- Heather Brooke

How can technology and innovation *make BD and Marketing Tech roles be more efficient?*

Manzama

Clearview Social

CRM

HubSpot

Practice Boomers

Smart Web

HootSuite (SM management)

Dashboards





What can you do in your own shop that is cost effective?

What are additional or different considerations for smaller firms?

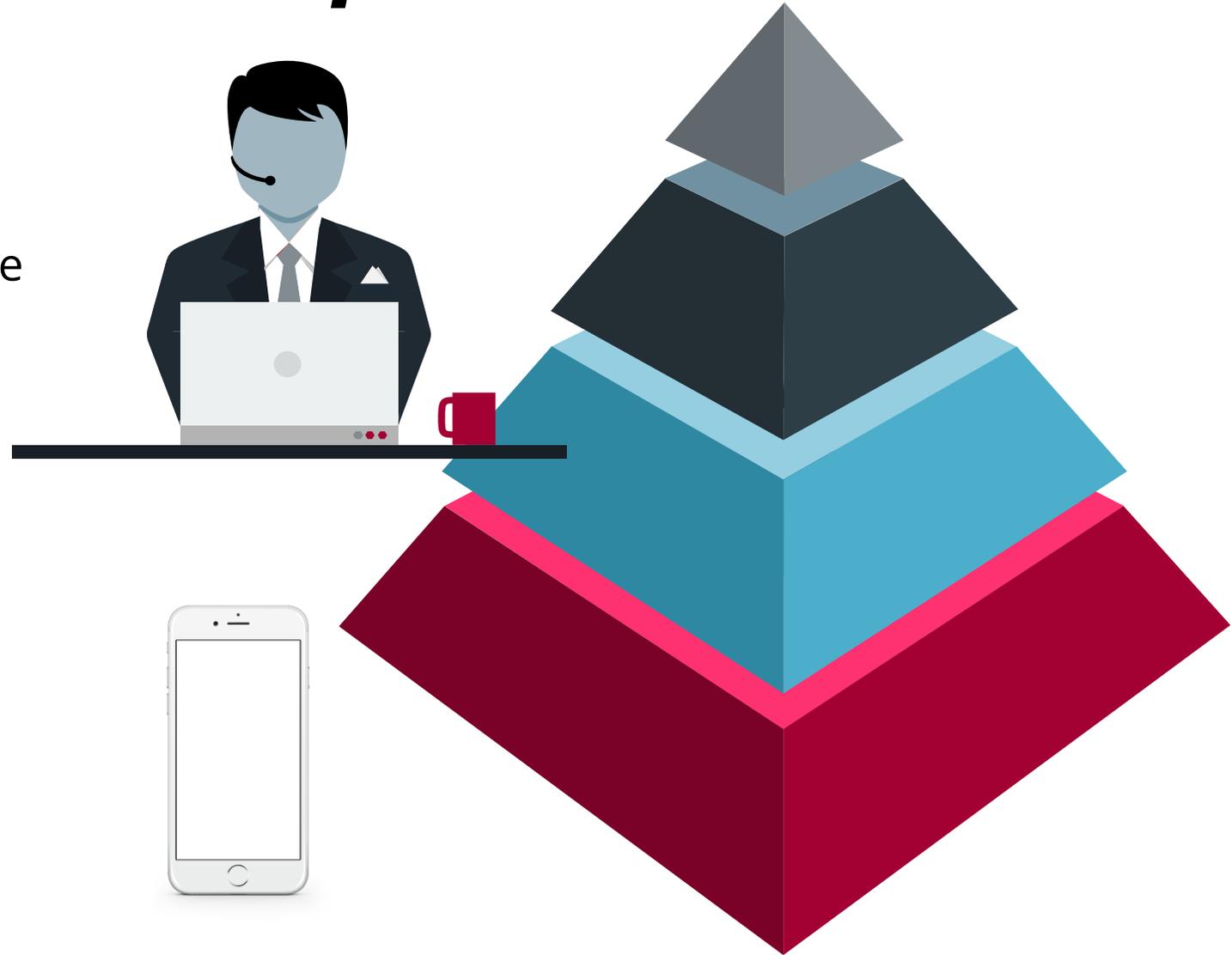
- Limited IT depts., to implement a new tool – what can you do?
- Choose a strategy, and minimize spend

Tech to keep the business process on track

Practice Boomers – monitor associate training...pipeline development

Enterprise Solutions – help partners and the BD team visualize progress

Client Engagement Dashboard (PowerBI)



Allen Matkins Mail Stats

- Sort by Click Rate
- Sort by Open Rate
- Sort by Name
- Sort by Sent
- Sort by Date

Filter by: Show All

Legend

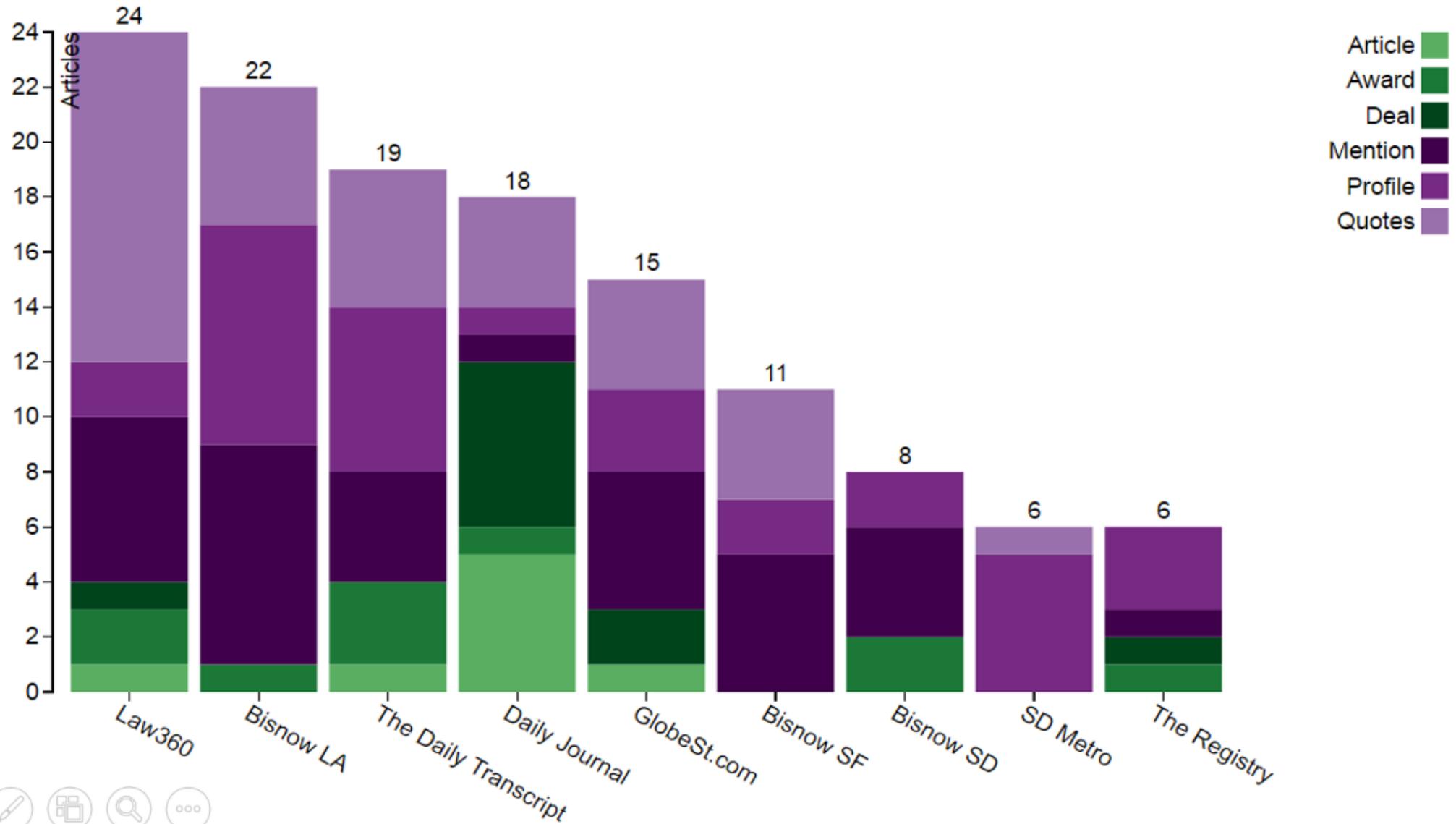
- Clicked
- Opened
- Sent

Click Rate

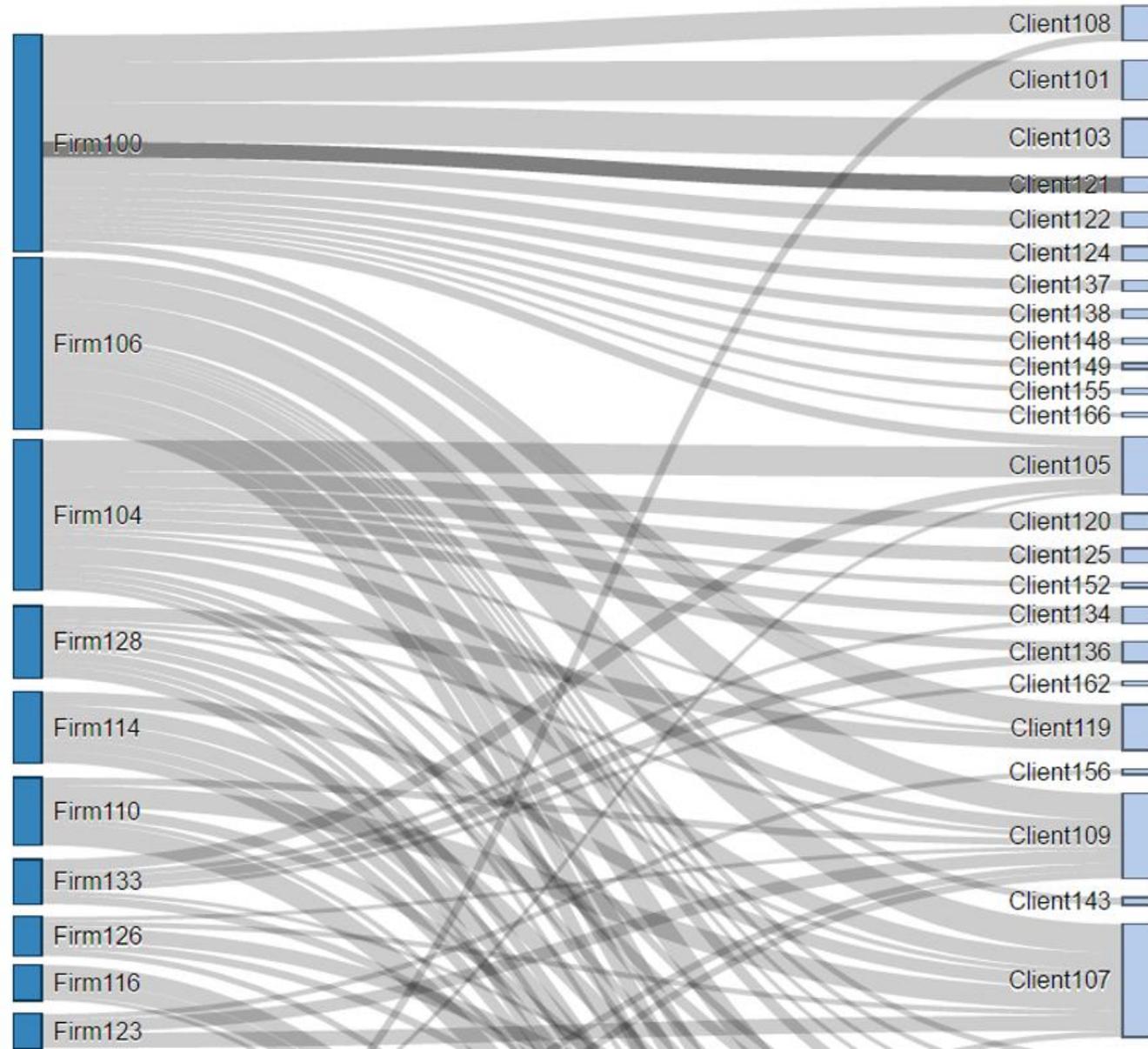
Click Rate			Sent	Date
20.49%	32.99%	Paid Sick Leave Law Changes Alert	3059	2015-07-14
7.64%	31.63%	Berkeley Hillside	5351	2015-03-02
14.19%	31.59%	Paid Sick Leave	2974	2014-09-12
11.95%	34.51%	CBIA v. San Jose - Residential List	692	2015-06-15
5.68%	29.54%	CBIA v. San Jose	5325	2015-06-15
6.88%	28.57%	New Rule Waters of the United States	5379	2015-05-27
13.90%	30.52%	Legal Alert: Good News for Taxpayers: California 1031 Exchange Decision	1808	2015-07-07
4.45%	28.05%	State Water Board Water Rights Update Alert	5399	2015-03-19
4.44%	27.81%	Cell Phone Alert	2961	2014-08-14
7.95%	28.38%	Paid Sick Leave Act Reminder	3097	2015-05-04
3.79%	27.20%	California Supreme Court Rejects Mandatory "Reverse CEQA" Analysis	5278	2015-12-18
1.53%	26.70%	Voter-driven initiatives Alert	5213	2014-08-11
4.74%	28.21%	McMillian Albany Decision	6208	2015-08-28
1.51%	27.73%	Beacon Residential Alert	9610	2014-07-07
3.75%	26.86%	Amendments to MS4 Permit	5304	2015-11-19
3.78%	27.79%	Mutual Water Companies	1093	2015-06-23
1.43%	25.60%	San Diego City Stormwater Alert	5364	2014-08-22
9.34%	25.67%	Mandatory Water Restrictions Alert	5387	2015-04-02
9.06%	26.67%	Dual Agency Video Alert	6933	2015-01-30
7.22%	25.46%	Beach Fee Alert	5275	2015-09-01
3.01%	25.16%	SB 743 Alert	5251	2014-08-18
9.55%	25.40%	State Water Board Water Restrictions Alert	5398	2015-04-20
6.22%	24.68%	Video Alert - Waters of the United States	4894	2014-07-14

Allen Matkins Media Placements

Data: 2015 2014 2013
Group by: Publication Coverage Type
Graph: Grouped Bar Stacked Bar Pie Show "Other"



Understanding client relationships better



Items to consider...

Dashing Dashboards and Crashing Legacy Tech Debt.

How do you make it work for your culture?

Valuable integrations (NetDocs, SharePoint, etc.)

What about the time billing intake software?

New Products...3rd party developers or do it in-house?

What about experience software?

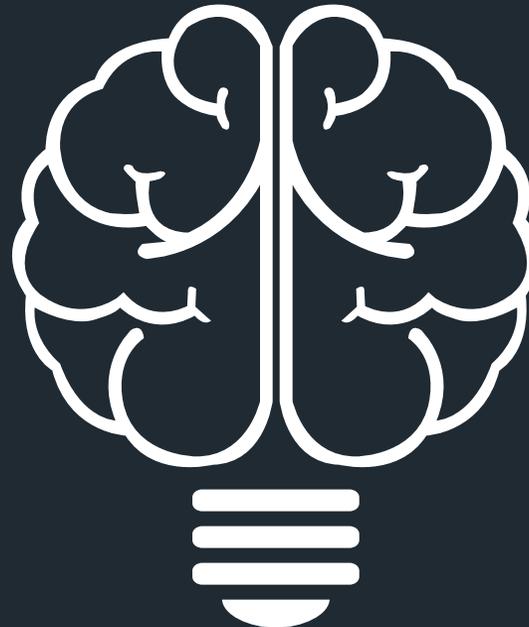
Can innovation eventually replace the BD role?

Priori Legal – use the software to find a specific lawyer, bypass the firm



The “who knows who”

- BD needs to evolve, use that recognition and what do you do about it?



Moneyball for Lawyers



Innovation Strategy

Specific projects/possible use cases

- Pitch process (pitch automation tools, tracking pitches through dashboards)
- Chambers submissions
- Web users, alert recipients - add a qualification layer.



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Have questions?

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