



Employment Law Case Study

Client

Partner, Head of Commercial Dept, Large Regional Law Firm, 30+ partners.

Campaign brief

To assess reaction to employment law seminars - why attended seminar, whether to find answers to a particular need or general interest.

Specifically, to arrange an appointment with partner to discuss specific employment product that can greatly benefit employers.

Client services

Branded Employment Law Product.

Specific employment law issues on demand - contracts, unfair dismissals, special contracts for key personnel, redundancy claims, disciplinary & grievance procedures, equal pay claims etc.

Telemarketing process

- To call previous seminar attendees from organisations of approx. size £5m - £20m t/over.
- Confirming correct decision-maker with respect to employment issues. Collect email address.
- Speaking to correct decision-maker, introducing us as calling on behalf of XYZ solicitors.
Evaluate delegate's perception of seminar & host firm – professional, informative, well organised and whether they would attend a future seminar.
- Facilitate a meeting with a partner to discuss Branded Employment package or specific issue or general update on legal issues.
- Mine for information that may assist in partner's approach at the meeting e.g. specific area of current concern.
- To monitor the outcome of literature requests, appointments attended, renew telephone contact, if required, to facilitate further meetings and maintain an opportunity funnel of all potential prospects.
- To report monthly on the activity generated by the telemarketing process.

Results

- Cohesive ongoing structured method of following up prospects that have already indicated a need for information on employment law issues.
- Specific meetings with seminar attendees and new instructions from those firms.
- Eliminate from future seminars (& mailings) those persons who have no decision-making ability or significant influence. Maximise value of future seminar attendees.
- Maximise value of partner marketing effort & minimise non-billable time.
- Enhance the value of data for future marketing efforts.
- Measurable return on marketing investment.

Partner Quote *“this is a very worthwhile campaign.... I feel I would be able to justify the return on investment to my partners without hesitation.... I'd like to do more hours”.*