

Campaigns for Lawyers

Campaign	Target Market	Target Decision Maker
Service Based Campaigns		
Litigation - targeting multiple referrers	Insurance Companies and Brokers	Managing Directors, Heads of Legal
Debt Recovery	Large SMEs, Councils, Asset based lenders	Managing Partners, Heads of Legal, Financial Directors
Pension specialism	Defined benefit and defined contribution schemes	Financial Directors, Pensions Managers, Heads of Legal
Employment	Majority of sectors, 200 employees plus	Managing Directors, Financial Directors, HR Directors, Heads of Legal
Intellectual Property	Manufacturing , Technology Media and Telecoms (TMT)	Financial Directors, Heads of Legal, Managing Directors
Corporate Finance	Larger SMEs within a criteria that would indicate CF requirements. Also accountants as referrers.	Managing Directors and majority share holders
Introducing the Commercial Team	SMEs / OMBs turnover between £5m - £50m	Managing Directors, Financial Directors, Majority Shareholders and Heads of Legal
Insolvency	Accountancy Practices	Senior Partner
VAT Dispute Resolution	Accountancy Practices	Directors of VAT, Tax Partners
Sector Based Campaigns		
Charities	In excess of £20m turnover plus all private education	Heads of Legal, Burser
Chemicals and Pharmaceuticals	Global Corporates	Counsel, Heads of Legal
Motor	All main dealers	Managing Directors, Majority Shareholder, Financial Directors
Retail	£50m turnover plus	Managing Directors, Financial Directors, Heads of Legal
Education - Academy Conversion	Any school	Headteachers, Chair of Governors
Construction	Property and construction over £20m turnover	Financial Directors, Managing Directors, Counsel
Healthcare	Doctors Practices / Dentist Practices	Doctors, Dentists, Finance Partners

Campaigns for Other Sectors

Campaign	Target Market	Target Decision Maker
Service Based Campaigns		
Software - Accounts Preparation	Accounting firms 3+ partners	Director / Partner or Manager responsible for IT
Software - Practice Management	Law firms 50 - 300 employees	Director / Partner or Manager responsible for IT
Pet Cremation Services	Veterinary Practices	Vets, Practice Managers
Translation Services	IT companies	Director / Partner

Please note: Each month there are over 150 live projects, detailed above are a small selection of the project types. As you can see, firms tend to target by service or sector.