

# ALA 101



# WELCOME!

## ALA 101 Goals

- ▶ Deliver subject matter expertise specifically for our business partners
  - ▶ *industry trends, our membership & how they operate, engagement best practices, etc.*
- ▶ Provide unique information and analysis that enables you to create long lasting relationships with our members, and to deliver more effective marketing communications

# WELCOME!

## What & Who

- ▶ Industry & Association Trends
- ▶ ALA Member Demographics
- ▶ Member Needs Assessment
- ▶ Business Needs Assessment
- ▶ Content Strategy
- ▶ Marketing Best practices
- ▶ Member Engagement

# Industry & Association Trends



# Legal Industry Trends & Challenges

## Getting the Message?

- ▶ Pace of Change
  - ▶ 72.4% - pace will increase going forward
- ▶ Adapting to Change
  - ▶ 51.4% - low level of partner adaptability
- ▶ What's Changing?

# Legal Industry Trends & Challenges



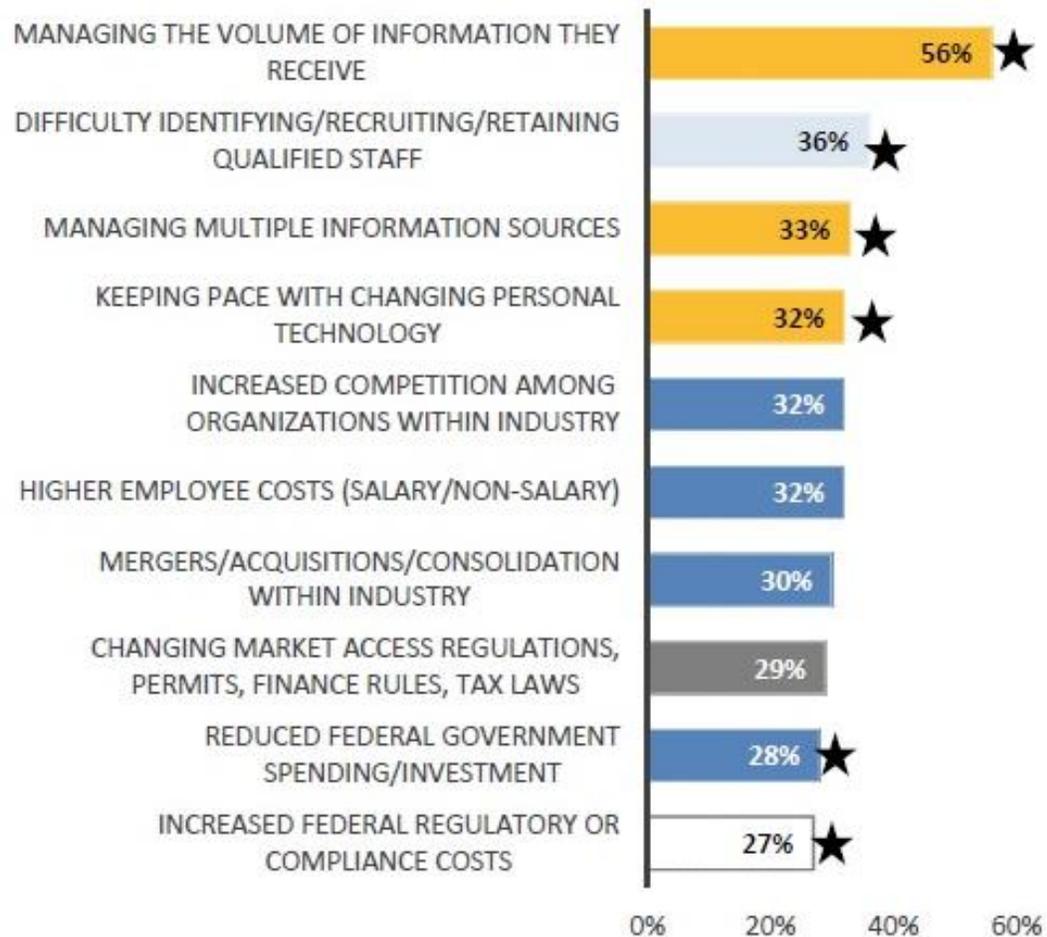
# Legal Industry Trends & Challenges

## Shifting Competitive Landscape

- ▶ Growing segmentation across legal market
  - ▶ Big firms becoming mega firms
  - ▶ Small firms becoming more specialized, boutique
  - ▶ Mid-size firms being squeezed
- ▶ Legal process outsource market poised for exponential growth
- ▶ Gap between total demand and demand for outside counsel continues to widen

# Association Trends & Challenges

## Factors Affecting Association Members



# Association Trends & Challenges

## Association Trends

- ▶ Focus on member experience - drive for deeper member engagement
- ▶ Membership dues increases
- ▶ Hybrid membership models
- ▶ Increased focus on certifications
- ▶ Greater reliance on association data and in-bound marketing
- ▶ Mounting pressure on traditional trade shows
- ▶ Increase in partnerships

# ALA Demographics



94.67% U.S. based



94.06% work in law firms

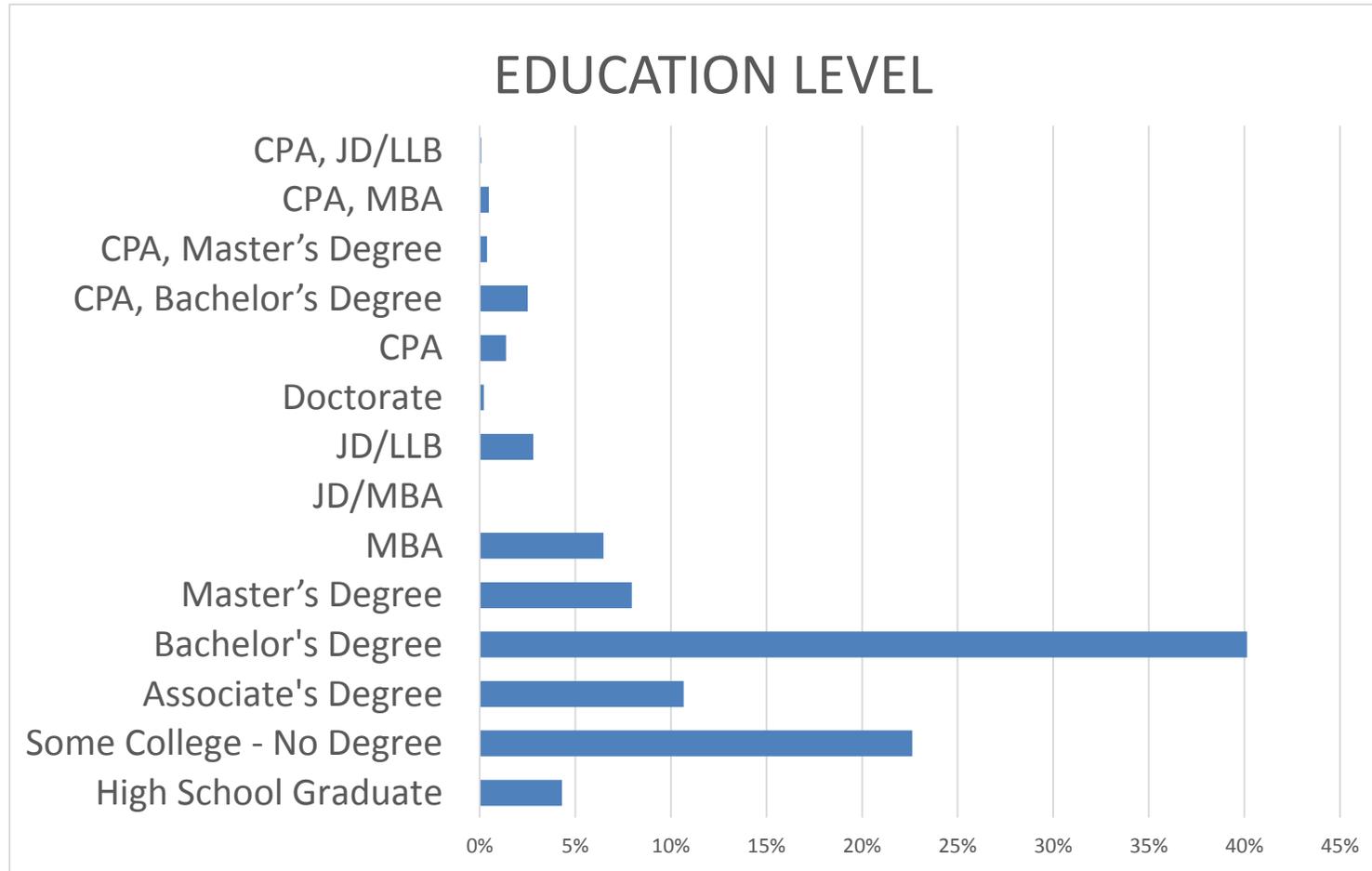


69% General Management



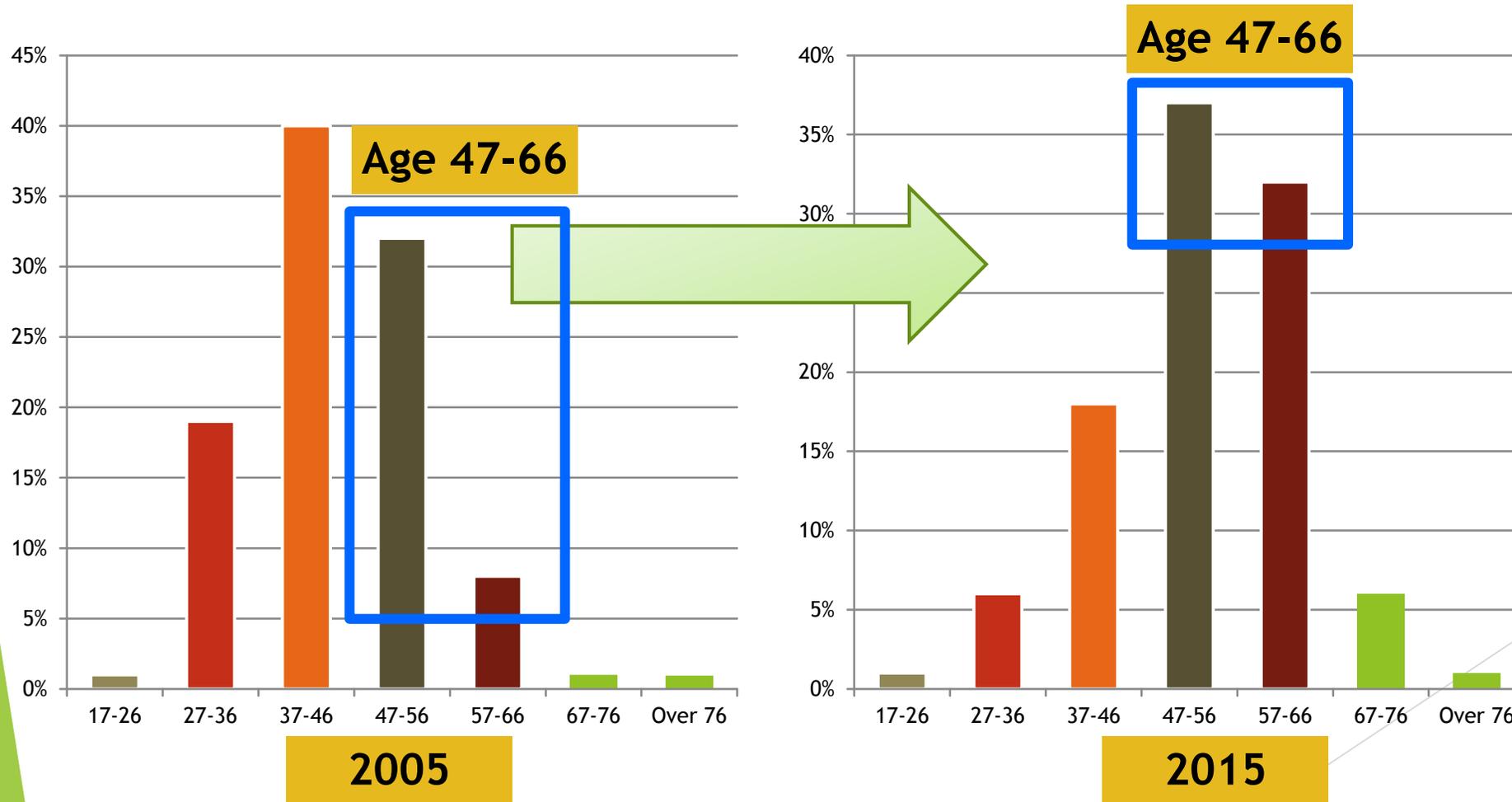
78% are female

# ALA Demographics



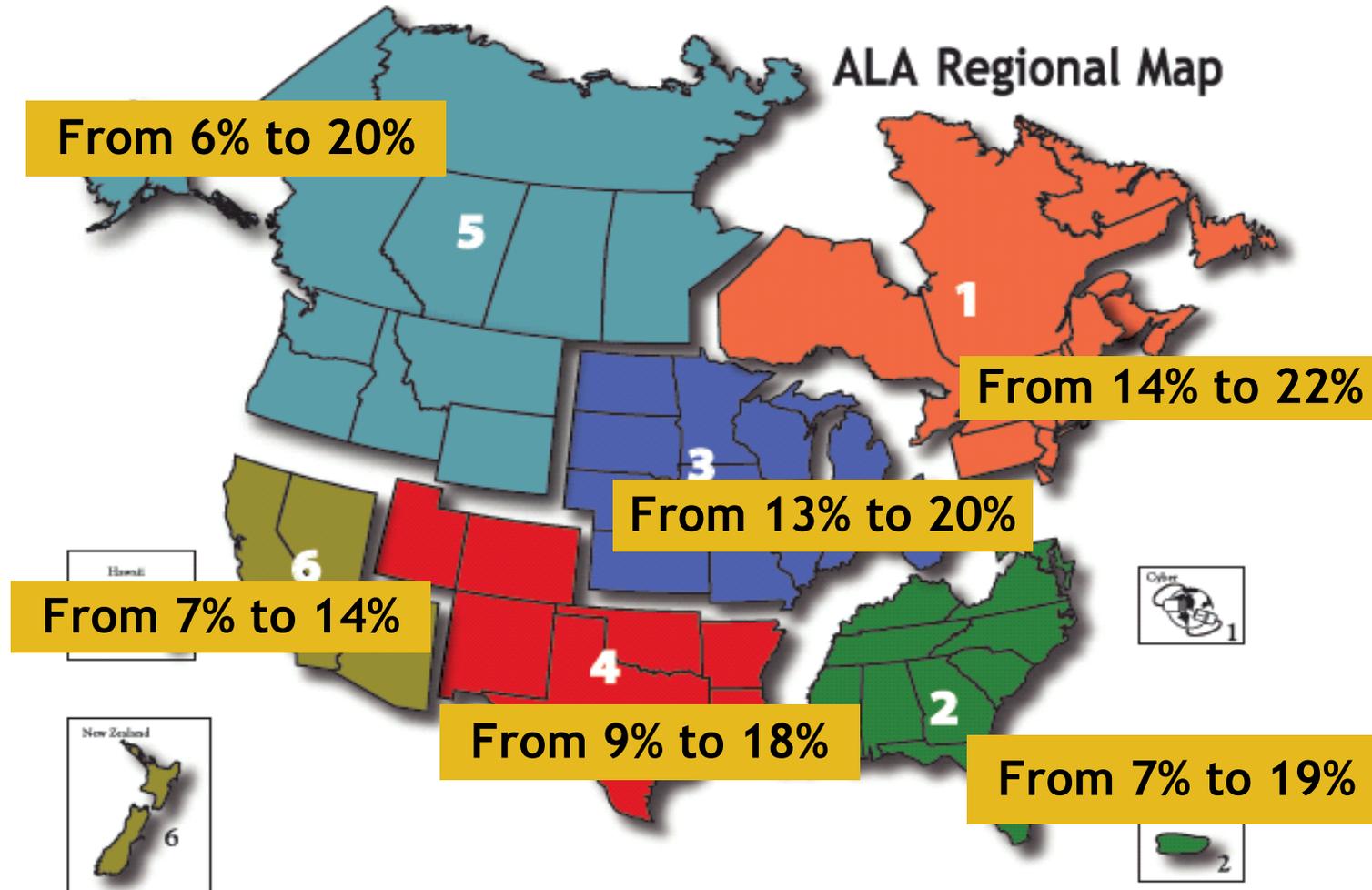
# ALA Membership Trends

The average age has increased significantly over the last ten years.



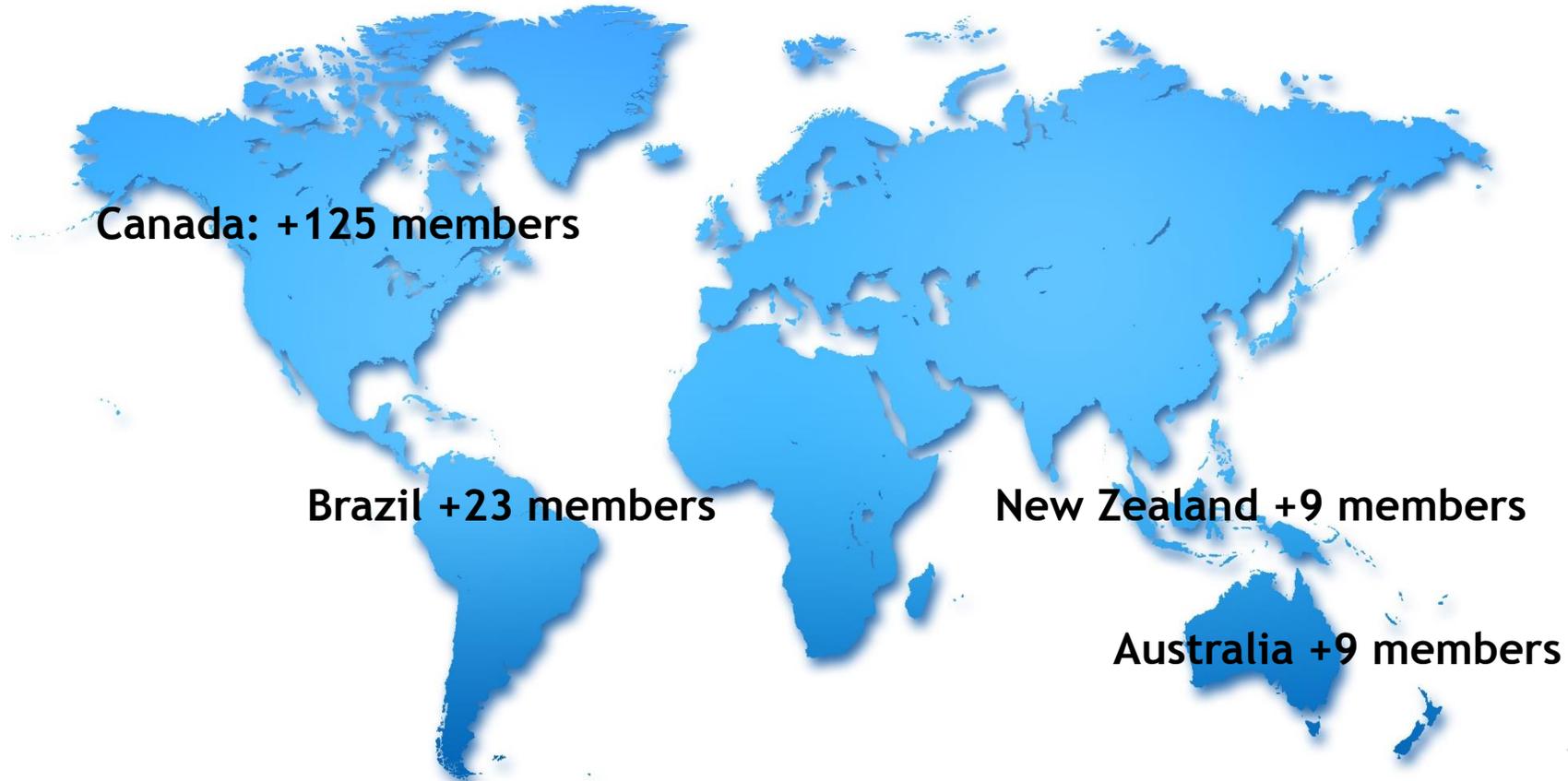
# ALA Membership Trends

Over 1,000 more members are independent than ten years ago.



# ALA Membership Trends

Global membership, however, has increased by 45%: 200 members.



# ALA Member Needs Survey



# Member Needs Survey Results

ALA deployed a comprehensive survey in January 2016 to its members to assess how well ALA strategic direction aligned with member challenges and expectations.

In 2016 a record-breaking 2,294 members responded.



# Member Needs Survey Results

## Core Member Benefits

*Top 3 open-ended responses to:  
“For you, what is the core benefit  
of ALA membership?”*

- Sharing info/ideas
- Similar Issues
- Across U.S.
- Local Chapter

Networking

- Legal Industry Specific
- Expert advice
- Publications
- Job Bank
- Online Community

Learning

- Industry experts
- Conferences
- E-Learning
- Webinars

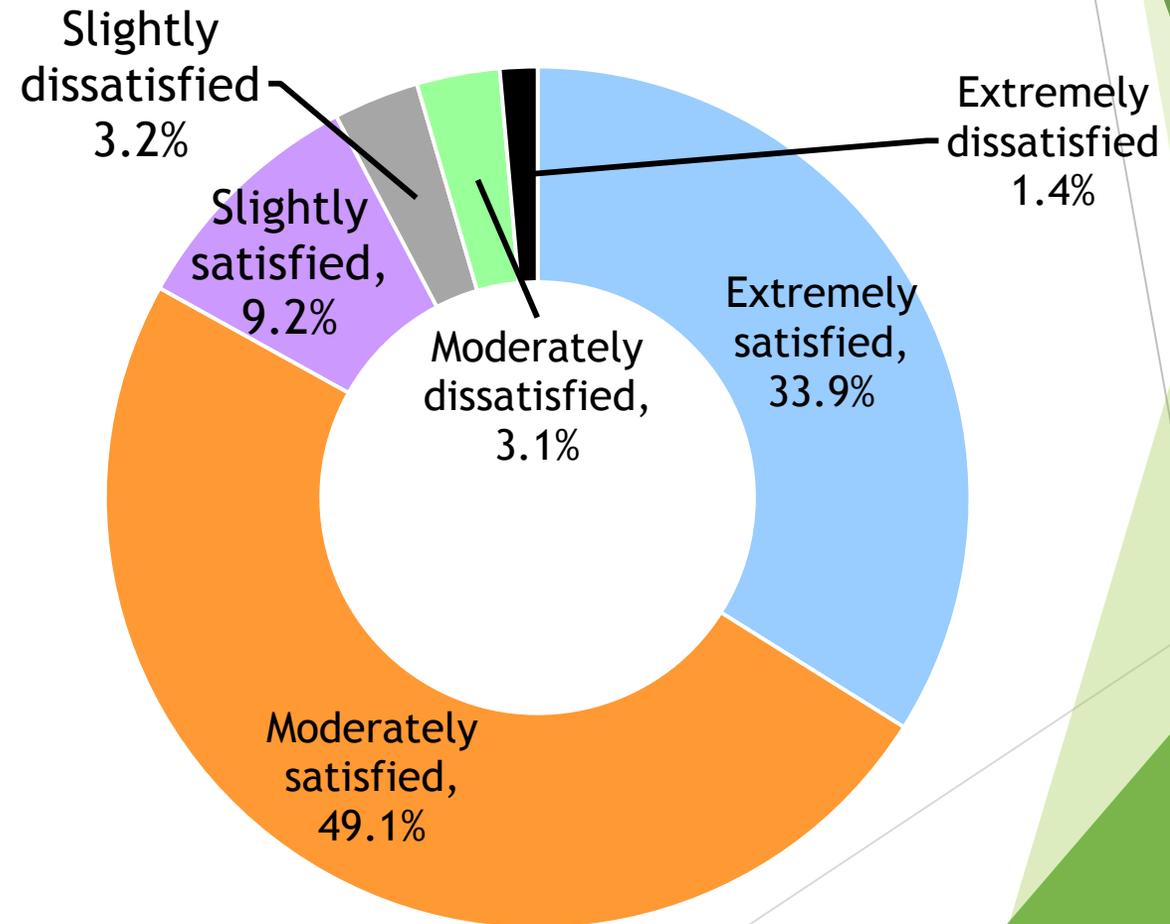
Niche  
Resources



# Member Needs Survey Results

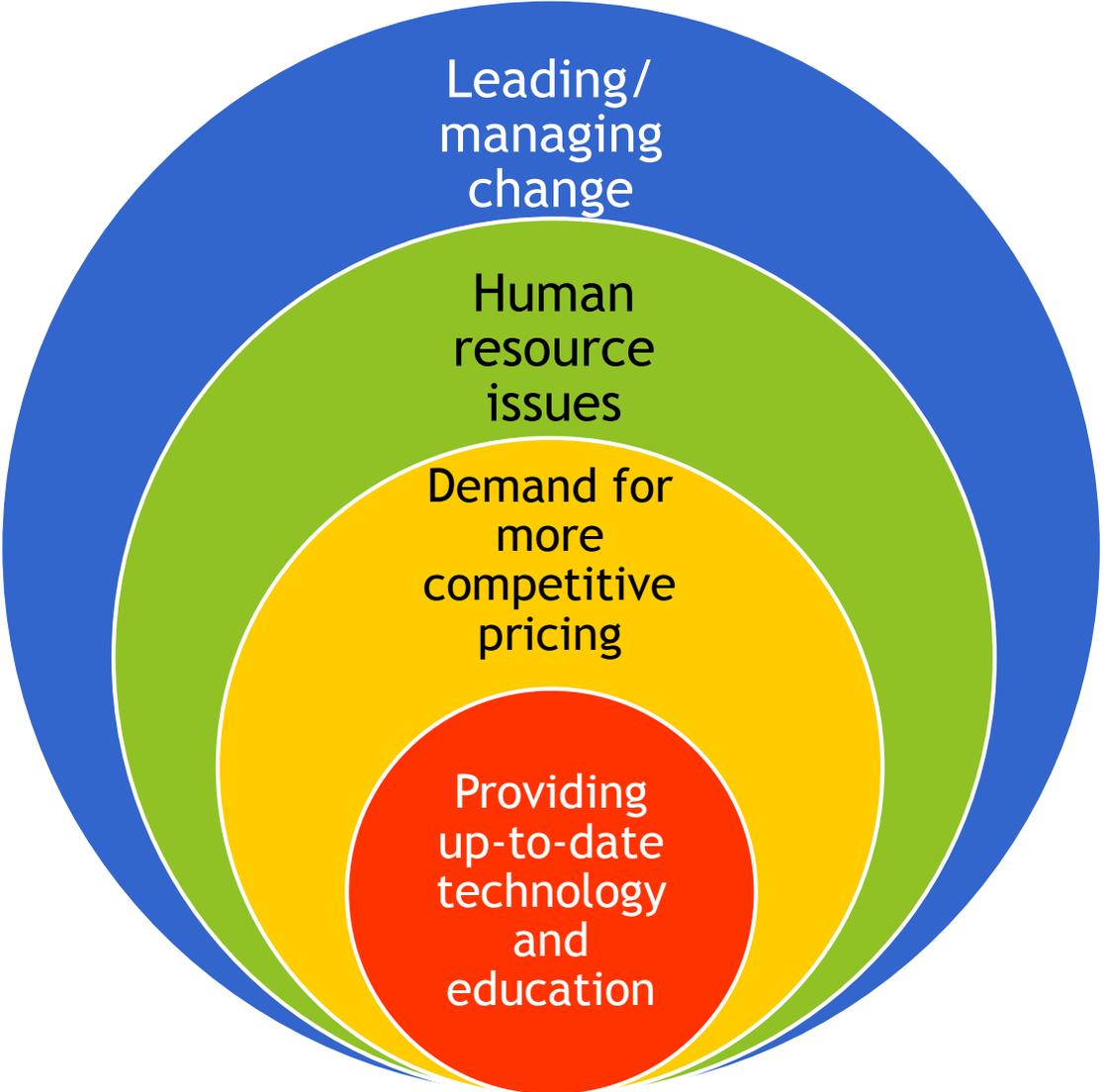
Overall, how satisfied are you with the products and services ALA provides?

87% of respondents would recommend ALA membership to a colleague or friend



# Member Needs Survey Results

## Biggest Challenges (Current)



# Member Needs Survey Results

## Top Ten Challenges (Future/Anticipated)

1. Cyber “everything” (Security, Risk Management, Insurance)

2. Evolving technology

3. Budget/cost constraints/economy

4. Succession planning

5. Doing more with less



***Top 10 open-ended responses to:***

***“What do you anticipate as the most significant challenges you will face in the next 3 years?”***

# Member Needs Survey Results

## Top Ten Challenges (Future/Anticipated)

6. Pricing

7. Managing growth

8. Change management

9. Finding qualified employees

10. ACA/healthcare compliance



***Top 10 open-ended responses to:***

***“What do you anticipate as the most significant challenges you will face in the next 3 years?”***

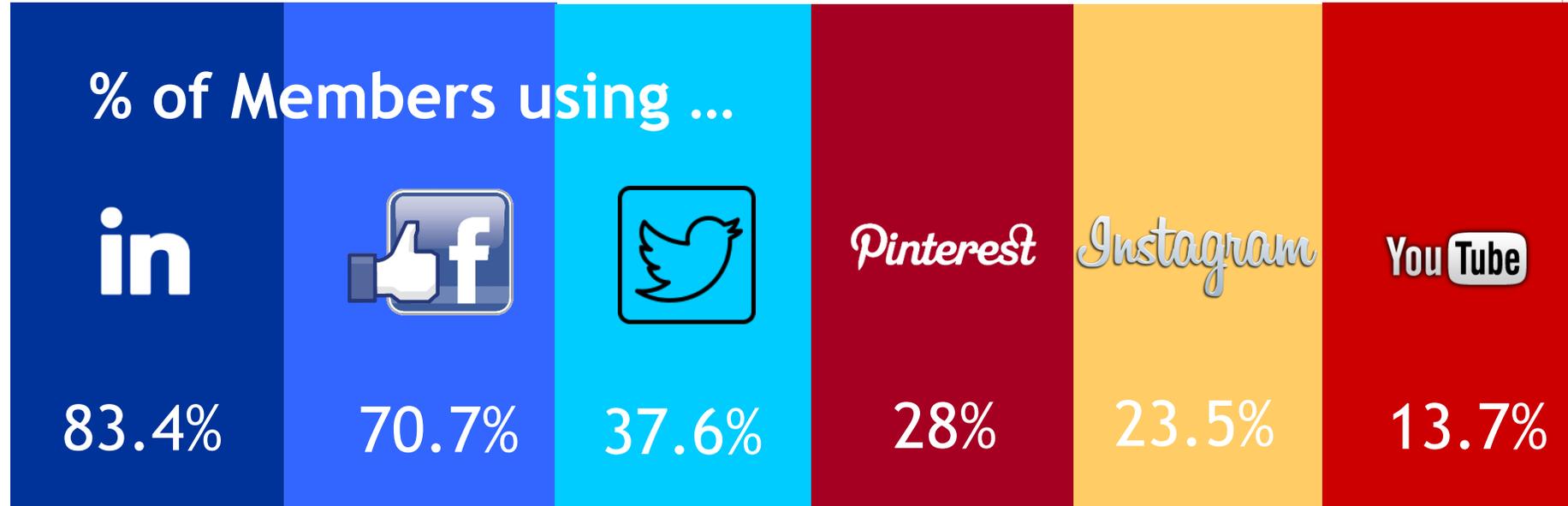
# Member Needs Survey Results

Resources needed for meeting challenges



# Member Needs Survey Results

Which Social Media is used most?



8% do not use



Google+  
Klout  
Music.ly  
Seelio  
Snapchat  
Tumblr  
Vine  
Whatsapp  
Yammer

# Relationship Between Executive Director / Managing Partner

Managing  
Partner  
&  
Executive  
Director



Together  
provide  
strategic  
leadership  
and direction

# Working with Large vs Small Firms

## Large Firm



Decisions - by committee

Roles - clearly defined

Decision maker more elusive

## Small Firm

Decisions - by 1-2 people

Staff handle multiple functions

Easier to find decision maker



# Working with Large vs Small Firms

Majority turn to peers in other firms for advice/recommendations, regardless of firm size.



# Business Needs Assessment

# ALA Business Needs Assessment

## PURPOSE/GOAL

- ▶ Gather information & analytics from legal management professionals in regards to current and future business needs, processes and trends

## WHO MADE UP SURVEY POPULATION

- ▶ ALA members
- ▶ Non-members

## TO DATE

- ▶ Over 510 responses
- ▶ Survey open until June 1

# Business Needs Assessment

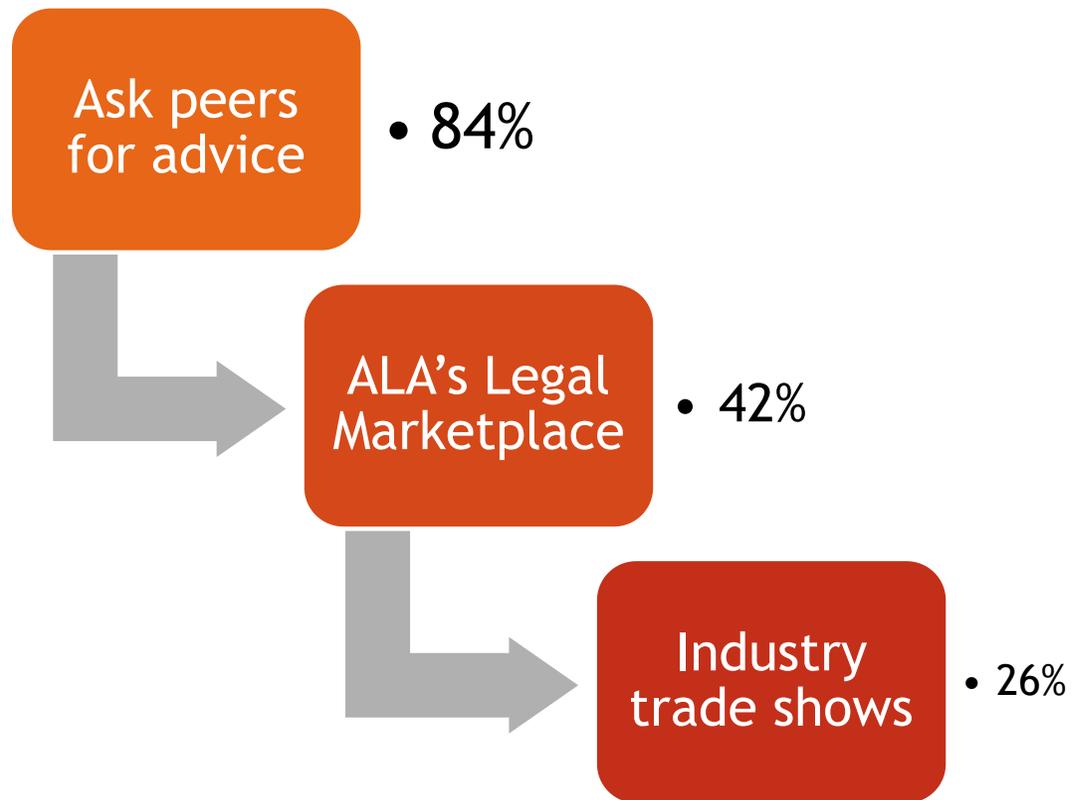
Why does your firm use consultants or outsource certain functions?

Desire a higher level of experience (52%)

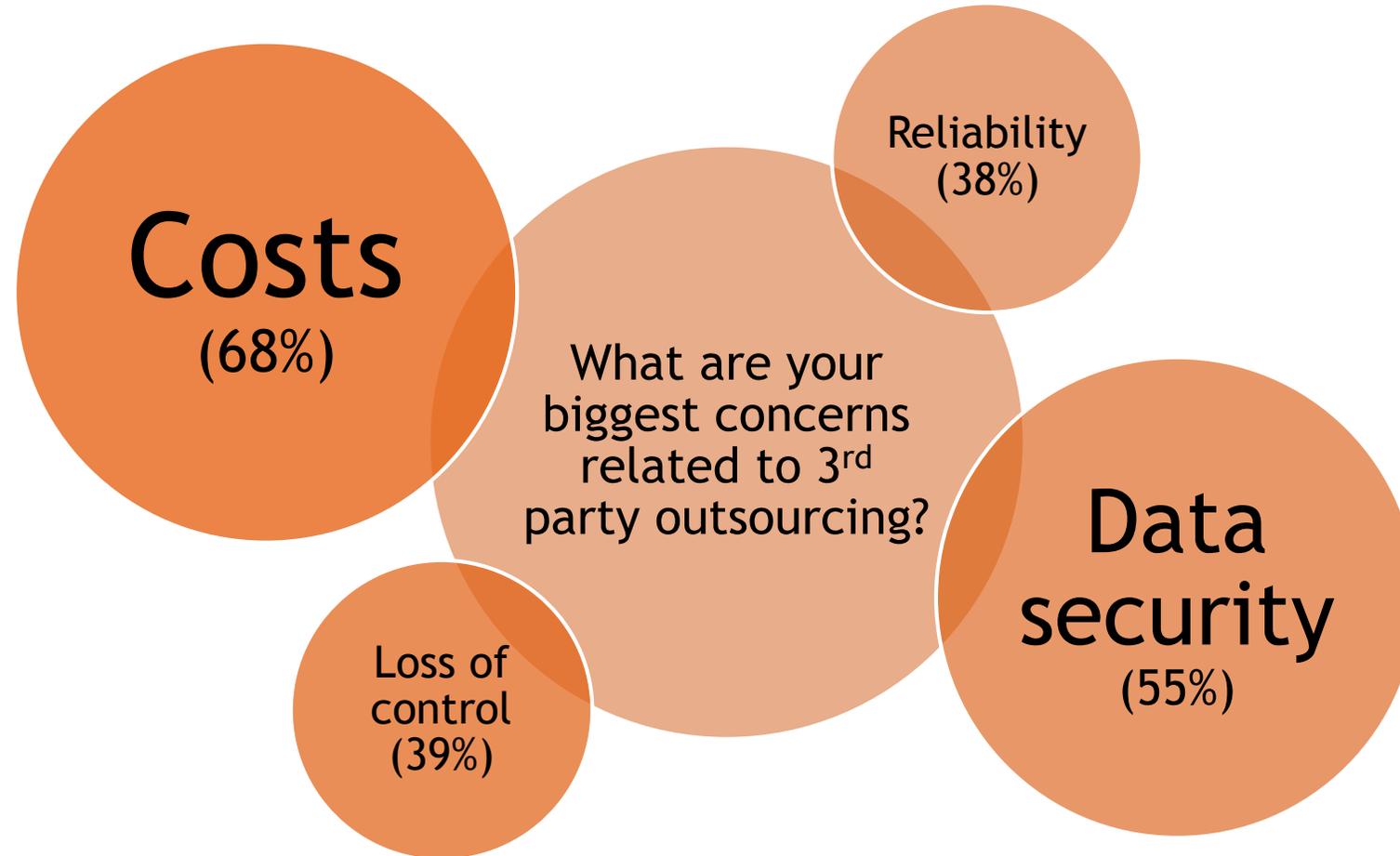
Outsourcing is more cost effective (48%)

# Business Needs Assessment

How do you start a search for a business partner or consultant when you need solutions for your firm?



# Business Needs Assessment



# Business Needs Assessment

What influences your decision to add a business partner or consultant to your “short list?”



# Business Needs Assessment

What else can you expect from the full report?

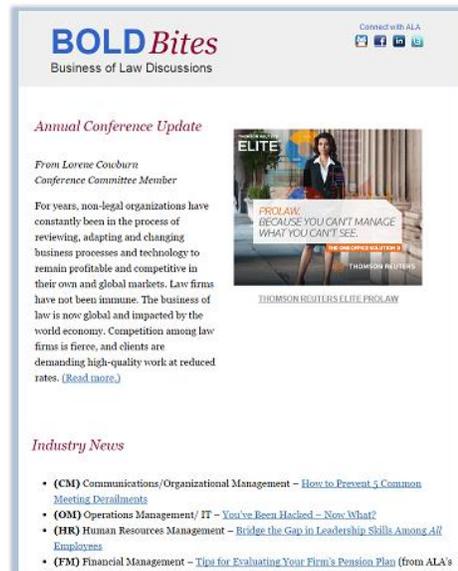
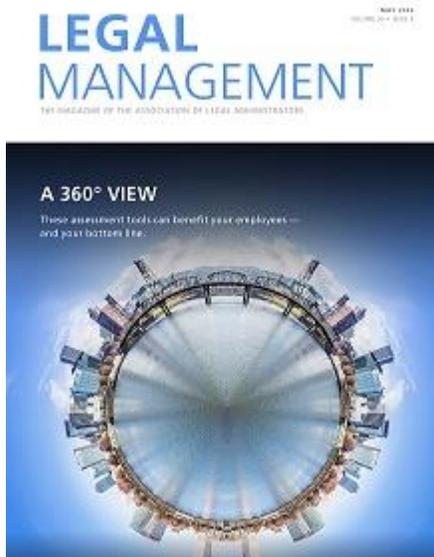
- ▶ Decision making process
- ▶ The buying cycle and timeline
- ▶ Current pain points within
  - ▶ Financial Management
  - ▶ Marketing
  - ▶ IT
  - ▶ Business Management
  - ▶ Personnel Management
- ▶ Future needs by functional area

# Content Strategies



# Share Knowledge and Gain Visibility Through ALA Publications

- ▶ Several content opportunities available:
  - ▶ *Legal Management*
  - ▶ *BOLD Bites*
  - ▶ *Legal Management Talk Podcasts*



# Legal Management Editorial Calendar

- ▶ Published in the fall
- ▶ Topics compiled from various sources including the following:
  - ▶ Professional Development Advisory Committee
  - ▶ Online Communities
  - ▶ Press releases
  - ▶ Pitches from regular contributors and freelancers



# Contributing to *Legal Management*

- ▶ *Be a subject matter expert*
  - ▶ Contact us about being interviewed for a feature
- ▶ *BP Perspective column* - Share your knowledge and expertise
  - ▶ No advertorial content
  - ▶ No selling of products
  - ▶ Showcase to members how you can help them
  - ▶ Copy must be original and not published elsewhere
- ▶ Email: [publications@alanet.org](mailto:publications@alanet.org)

The screenshot shows a digital article page. At the top left is the 'bp perspective' logo with the tagline 'INSIGHTS FROM A BUSINESS PARTNER'. At the top right is a 'table of contents' button and the page number '7'. The main title is 'How to Create a Meaningful Performance Evaluation'. Below the title is a teal-colored text block: 'THIS TIME OF THE YEAR OFTEN BECOMES OVERLOADED WITH TASKS, FROM CREATING AND BALANCING BUDGETS TO OPENING POSITIONS AND ONBOARDING NEW STAFF MEMBERS.' This is followed by a paragraph: 'As a result, performance evaluations tend to drop to the bottom of to-do lists, leaving many supervisors in a hurry to get them done.' Below this is an illustration of a diverse group of people with a magnifying glass over one person. To the right is a portrait of Julie Gettys, Director of Human Resources at Infinisource, Inc. Below her name are two buttons: 'TAP TO EMAIL ME' and 'TAP TO VIEW WEBSITE'. A quote from her is on the right: 'Making the time to create a meaningful performance evaluation can improve relationships with employees, productivity and the bottom line.' At the bottom left is a 'REQUEST FEEDBACK FROM MULTIPLE SOURCES' link, and at the bottom center is a 'SCROLL TO READ MORE' button with up and down arrows. A double arrow icon is at the bottom right.

**bp perspective** INSIGHTS FROM A BUSINESS PARTNER

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## How to Create a Meaningful Performance Evaluation

THIS TIME OF THE YEAR OFTEN BECOMES OVERLOADED WITH TASKS, FROM CREATING AND BALANCING BUDGETS TO OPENING POSITIONS AND ONBOARDING NEW STAFF MEMBERS.

As a result, performance evaluations tend to drop to the bottom of to-do lists, leaving many supervisors in a hurry to get them done.

**JULIE GETTYS**  
Director of Human Resources  
Infinisource, Inc.

TAP TO EMAIL ME

TAP TO VIEW WEBSITE

“ Making the time to create a meaningful performance evaluation can improve relationships with employees, productivity and the bottom line.”

REQUEST FEEDBACK FROM MULTIPLE SOURCES

SCROLL TO READ MORE

# *Legal Management* Readership

Each issue of *Legal Management* emails out to 7,500 members and subscribers

Currently, the website gets the most traction with 2,000+ readers and the number increases with the easier sign on and offerings

Not a member or a subscriber? ALA offers three free articles to preview a month

ALA also simplified the sign-in process enticing more readers to log in to read

# BOLD Bites Newsletters

- ▶ ALA's weekly digital and print digest for industry news, articles and announcements
- ▶ Prominently feature a VIP each issue
- ▶ Business partners receive the newsletter for free
- ▶ Great source for educational updates and to know what's going on in and around ALA



AIRPLUS INTERNATIONAL



\*NEW\* VIP PARTNER: VIBE

VIBE specializes in filming and producing HD video as the main source to tell your story as a business and enhances your visual image on the web with three specialized video services. ALA members get a 15% discount!

[Learn more about ALA's VIP Partners.](#)

## At ALA

### Association Happenings

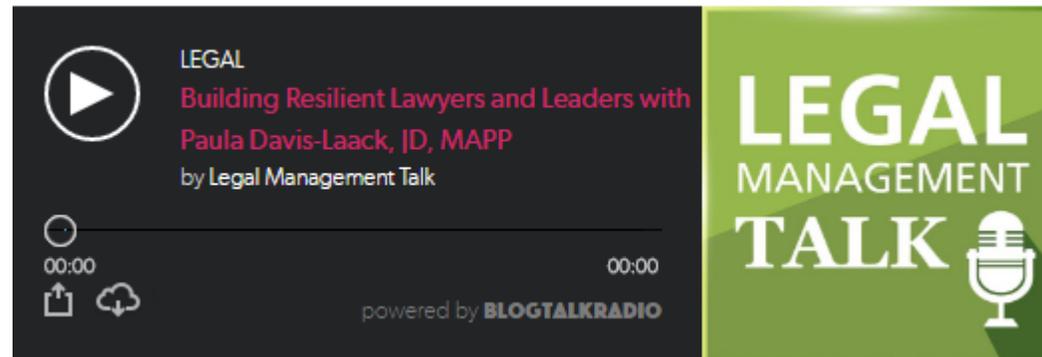
- **ALA's proposed Uniform Process Based Management System (UPBMS)** is an industry taxonomy – or language – that will improve understanding of the increasingly varied administrative and operational processes needed to manage a legal operation. (You can learn more about the project through a [podcast interview](#) with team leader Bill Mech.)

We ask that you invest some of your time and hard-earned expertise to review the UPBMS, and leave comments on the processes described, at [upbms.alanet.org](http://upbms.alanet.org). Your input will be a key component to the final system that is released to the full legal management industry.

The comment period closes June 6. If you have any immediate questions, please email [upbms@alanet.org](mailto:upbms@alanet.org).

# Legal Management Talk Podcast

- ▶ Working to tie in *Legal Management* content with our podcast
- ▶ If featured in *Legal Management*, contact us about doing a podcast to coincide with the publication date
- ▶ On average, the podcasts receive 200+ listens



# Marketing Best Practices



# ALA Marketing Analytics

ALA reaches your customers with a full toolbox of marketing vehicles.

- ▶ Email
- ▶ Legal Management Magazine Advertising
- ▶ Advertorial
- ▶ Online Display Advertising
- ▶ App Display Advertising
- ▶ Pay-Per-Click Advertising
- ▶ Print Mail
- ▶ Social Media
- ▶ Event Displays
- ▶ Telemarketing
- ▶ PR



# ALA Marketing Analytics

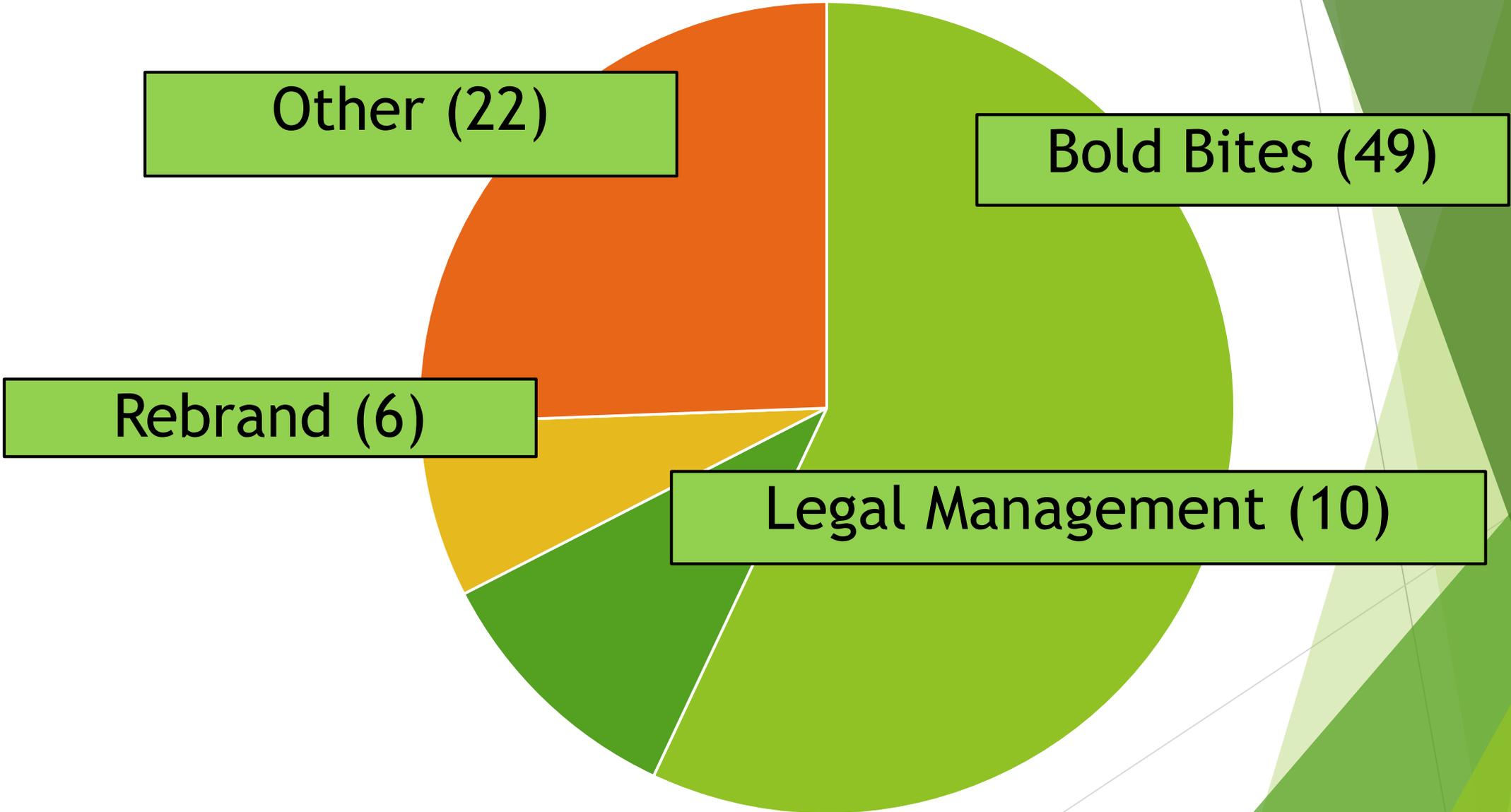
Email is the workhorse.

- ▶ Best Channel For ROI, averaging 222%\*
- ▶ Ranked by 56% of marketers as most effective marketing channel\*
  - ▶ Cost-effective
  - ▶ Adaptable
  - ▶ Visible
  - ▶ Targeted
  - ▶ Measurable



Sources: econsultancy, Venturebeat, Gigaom

# 86 Full Membership One-Off Emails



# 86 Full Membership Emails

Other (22)  
31.9% Open  
3.9% Click

Bold Bites (49)  
29.5% Open  
6.8% Click

Rebrand (6)  
34.3% Open  
8.0% Click

Legal Management (10)  
34.7% Open  
7.0% Click

■ Bold Bites ■ Legal Management ■ Rebrand ■ Other

# Most effective means for marketing to engage with ALA members:

Strategically target ALA members to reach the ones most interested in the topic:

- Function
- Past Interest



# Thank You!

# Questions?

Email: [ssoth@alanet.org](mailto:ssoth@alanet.org)

