



# 101 Ways Knapp Supports Law Firms with Integrated Marketing Services

|  |   |  |  |
|--|---|--|--|
| <b>Ads, Sponsorships &amp; Trade Show Materials</b><br>Messaging & writing<br>Design<br>Production management  | <b>Business Development &amp; Marketing Planning</b><br><br>Facilitated planning sessions & retreats<br>Strategy<br>Writing                                 | <b>Client Alerts and Newsletters</b><br><br>Writing<br>Design<br>List management<br>Distribution & analytics reporting   | <b>Content Development</b><br><br>Content strategy<br>Writing<br>Repurposing content campaigns                                   |
| <b>Event Planning, including CLEs</b><br><br>Messaging & strategy<br>Invitation design<br>Mailing list management<br>Rsvp management<br>On-site support                | <b>How can we help you?</b>   | <b>Lateral Integration</b><br><br>BD targeting and coaching to port clients<br>Coaching<br>Bio writing<br>Messaging & strategy<br>Media interviews<br>Press releases | <b>Media</b><br><br>High-level messaging and positioning<br>Crisis strategy  |
| <b>Rankings submissions &amp; process management</b><br><br>Chambers & Partners<br>Legal 500<br>National Law Journal & Law360<br>Practice & industry specific rankings | <b>RFP Responses &amp; Brochures</b><br><br>Strategy & management<br>Writing<br>Design  | <b>SEO</b><br><br>Monitoring analytics<br>Keyword analysis<br>Improving URL structure & metadata<br>Managing paid and organic campaigns                              | <b>Social Media</b><br><br>Training / coaching<br>Strategic messaging / writing<br>Management                                    |
| <b>Speaking Engagements</b><br><br>Identifying opportunities<br>Generating topics and ideas<br>Developing & submitting proposals<br>Creating presentations             | <b>Video</b><br><br>Strategy & storyboarding<br>Coaching attorneys on messaging<br>On-site direction, production & interviewing<br>Sourcing crews & editors | <b>Writing</b><br><br>Web page content<br>Practice descriptions<br>Attorney bios   | <b>Also visit our website to learn more about our Strategy, Branding, Web Development, and Training &amp; Coaching Services.</b> |

