

BranchIt Belongs in Every Marketer's Toolbox

"Every marketing professional needs a secret weapon in their back pocket to help them succeed. BranchIt has definitely been my secret weapon."

**– Jennifer Smuts, Director of Marketing, Connolly Bove Lodge & Hutz LLP
Past President, Legal Marketing Association, Metropolitan Philadelphia Chapter
Co-executive Editor, *Strategies: The Journal of Legal Marketing***

BACKGROUND

Connolly Bove Lodge & Hutz LLP is one of the nation's leading intellectual property and business law firms. The firm is nationally recognized for its expertise in Intellectual Property law and in particular, patent law. Connolly Bove Lodge & Hutz has served as lead counsel in trials and appeals throughout the United States, including the United States Supreme Court, the United States Court of Appeals for the Federal Circuit and the International Trade Commission. The firm has 115 attorneys and a total of 300 attorneys and staff.

THE CHALLENGE

In many industries, marketing is the driver behind securing sales. As Jennifer Smuts, Director of Marketing at Connolly Bove Lodge & Hutz explains, "When it comes to law firm marketing, the marketing department serves more as a resource than a driver." In securing new business, the firm relied upon its attorneys to pursue leads or business development opportunities.

According to Jennifer, "Attorneys aren't natural sales people. So, when there's an opportunity to go after a new lead or a new piece of business, it's not natural for them to slow down and ask questions about what's the process to put our best foot forward in obtaining this new business." The firm had no standardized methodology for locating client relationships. At the time, it was common for attorneys to send a blast email to their colleagues requesting potential connections or relationships that may in turn lead to new engagements. The process was not formalized, and no one was responsible for ensuring a successful outcome. As a result, information from business development efforts was not always captured, complete, or accurate.

THE SOLUTION

As an experienced legal marketing executive, Jennifer Smuts recognized the value of a relationship discovery solution. She explains, "BranchIt is a tool that helps me source contacts and connections in a virtual environment that is very non-disruptive to the attorneys' day-to-day work, but returns tremendous value to them when we do new business development research and try to identify contacts for them."

Jennifer was familiar with BranchIt, having been a customer at her previous employer. Although she had an opportunity to evaluate and review other products, Jennifer returned to BranchIt as a satisfied, repeat customer. She values the ease of use and reliability of the product, and the fact that she has experienced no technical issues with the product or service. Jennifer states that "BranchIt has added a measure of simplicity and accuracy to our business development efforts."

The view of the IT department echoes the experience of marketing. As Jon McCullin, Systems Engineer at Connolly Bove Lodge & Hutz, explains, "deployment of BranchIt has been a great success. ...This was

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866-927-6532**

BranchIt Corporation
1250 Oakmead Parkway
Suite 210
Sunnyvale, CA 94085
www.branchitcorp.com

by far the simplest installation of software I've ever been involved with." The entire configuration took approximately 15-30 minutes, in comparison to other similar systems which have taken hours or days to install. Jon is the primary contact within the firm responsible for setting up new applications and calling technical support when problems arise. Since BranchIt is a software-as-a-service (SaaS) product, no hardware purchase is required, and software support is non-existent. Jon marvels at the lack of hands-on time required, "Once it was set up I haven't had to touch it since."

RESULTS

Connolly Bove Lodge & Hutz benefited from BranchIt in a variety of ways:

Sourcing New Leads

Jennifer explains that the ability to find new contacts leading to potential client engagements is amazingly successful, "BranchIt proved its ROI by helping source contacts to support various practice group initiatives and client development teams." With BranchIt in place, the law firm uncovered nearly 750,000 relationships with contacts, a number that is substantially greater than was in place when Jennifer began marketing efforts at Connolly Bove Lodge & Hutz.

Targeted Marketing Communications

With BranchIt, the law firm provides effective marketing communication to clients due to a database of current contact information. BranchIt extracts accurate email contact information for all contacts the service uncovers, thereby providing up-to-date information used in mailings, newsletters, holiday cards, and other firm communications. The ability to have relevant data and understand client relationships allows senior marketing executives to focus their efforts on working strategically with institutional clients.

Formalized the Business Development Process

The BranchIt tool helps marketing "get a seat at the table" by providing accurate data, contacts, relevant relationships, and historical information. According to Jennifer, "BranchIt has helped us to formalize a process: The attorneys know to come to us before they start their business development. Whether it is an existing client that we're going after for new work, or whether it is going after a new client, just being able to formalize the initiative and use BranchIt as the intelligence piece has been very effective for us." As a result, the firm now assembles effective teams with relevant knowledge, skills and relationships in support of its business development efforts and client meetings.

The marketing department's ability to support business development capabilities and initiatives has not gone unnoticed by the lawyers at the firm. Jennifer explains that the lawyers would become aware of BranchIt's absence because, "I wouldn't be able to provide the service that I do."

GROWING WITH YOU

Connolly Bove Lodge & Hutz will continue to develop its CRM strategy over time. However, there is no doubt in Jennifer's mind that BranchIt has taken the firm in the right direction, and will grow with the firm as the CRM strategy evolves. "I view BranchIt as a partner, and as I expand the marketing and business development efforts, I'll rely on BranchIt to be a tool and resource to help me advance the business development efforts here at the firm."

ABOUT BRANCHIT

Based in Sunnyvale, CA, BranchIt Corporation is a leading provider of relationship discovery solutions. Through its patent-pending, permission-based, on-demand software, BranchIt enables companies to leverage the collective strength of the relationships held by their employees to grow sales, develop strategic partnerships and drive business objectives, while preserving security, privacy and integrity of information. The BranchIt solution requires no software installation, upgrades or maintenance. For more information, please visit www.branchitcorp.com, or call 1-866-WARM-LEADS.

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