

Case History

Marketing IT Solutions to Law Firms

Overview

Only a few years ago, IT solution vendors were a dime-a-dozen, and law firms tended to be as far from the leading edge of technology as possible. So getting in the door with a Case Management solution was a huge problem for one NJ-based IT developer.

The Problem

Back before every law firm had a Web site, most had very limited IT capabilities. Most files were manual, and IT consisted of word processing, and a few spreadsheets and billing applications. New database systems, however, were coming online that could dramatically increase the productivity of the practice, enabling them to grow their revenues without increasing staff. The problem was, not only did the firms not understand the application, there wasn't even a real decision maker available who was concerned with the issue of how IT could help.

The Solution

Recognizing that educating the prospect was part of the problem, JV/M targeted the Managing Partners at hundreds of mid-sized law firms with a professional cold-calling campaign. The goal was to pitch the concept on the basis of how a Case Management system could help them do more with less – growing their revenues without adding staff. Using case histories provided by the client that showed specific, real-world volume increases that were enabled with no additions in staff, JV/M was able to convince over two dozen of the targeted firms to open their doors to the client.

Results

Within eight weeks, the project had generated five new clients for the IT firm, and established them as a major player in the regional legal market, which they have since expanded into as national player in the foreclosure segment.