

*Did you know?*



REASON #1

Legal industry surveys reveal attorney bios are the most-visited pages of law firm websites.

*Did you know?*



REASON #2

64% of in-house counsel rely on attorney bios when researching and hiring outside counsel.\*

*\*Source: 2019 State of Digital & Content Marketing Survey, Greentarget & Zeughauser Group*

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REASON #3

The C-suite crowd ranks lawyer bios #2 when researching outside firms for potential hire.\*

*\*The #1 spot belongs to 'personal recommendations.'*

*Source: 2019 State of Digital & Content Marketing Survey, Greentarget & Zeughauser Group*

*Did you know?*



"Experience and relevant matters"  
are the most important data points when  
GCs review a lawyer's LinkedIn profile.\*

*\*Source: 2019 State of Digital & Content Marketing Survey, Greentarget & Zeughauser Group*



## *Did you know?*

"Prior to joining the firm..."  
appears 1,880,000 times  
on Google's results pages.\*

*\*As of August 4, 2020*

# *Did you know?*



## REASON #6

Legal marketers are engaging mainly in thought leadership development + production, external communications, strategic biz dev, and visual events during the pandemic.\*

*Source: Legal Marketing Peer Check-In Survey, from the executive search firm, KHS People, May 31, 2020*



## *Did you know?*

The top three ways clients say law firms can add value right now are:

- Thinking and solving problems proactively
- Understanding the company/industry
- Keeping the client informed\*

*\*Source: Wicker Park Group / ALM Intelligence survey,  
"Impact of COVID-19 on Corporate Legal Departments," July 2020*



*Did you know?*

Nobody sets out to write  
a boring attorney bio.



*(We can help!)*