



# A BUSINESS DEVELOPMENT & MARKETING AUDIT FOR BARRISTERS' CHAMBERS

You want a clear guide that tells you how you're performing in **client care and business development** compared to competitors and best practice. And you want to know the things that are going to stop you from achieving your strategic goals - be they **Set growth, recruitment in new areas, client retention improvement or new client development**. You want to **understand the areas of risk, disconnect with your strategic plan and opportunity**, as well as **cross-Set performance** in terms of marketing and businesses development... all set against pre-agreed priorities, objectives and requirements. **Yes? And you want it summed up in an easy to read highlight report, with actions? Then you've come to the right agency.**

Our Marketing & Business Development Audit looks at the structure of your Set's marketing and client care activity, Governance, processes for delivery, relationships internally and with suppliers and outsourcing, budget management as well as past problems/resolutions. It's a helicopter view of everything you're doing to run marketing and business development and to achieve strategic goals.



[www.elephantcreative.co.uk](http://www.elephantcreative.co.uk)



@elephantcreate



[helen@elephantcreative.co.uk](mailto:helen@elephantcreative.co.uk)



# THE MOST PRACTICAL AND COMPREHENSIVE CHAMBERS MARKETING & BD REVIEW AVAILABLE

---

THE DEPTH OF OUR RESEARCH IS STIPULATED BY YOU. YOU CAN CHOOSE FROM THE FOLLOWING **INTERNAL AUDIT SERVICES**:

**Clarity of purpose (Governance):** Are marketing strategies and tactics clearly aligned to the Set's wider strategic plan? How members and/or your Exec/Marketing Committee review marketing matters? How do policies and procedures support this?

**Team communication and coordination:** Who is responsible? Is there a marketing team? How are roles within the Set linked? How do marketing and clerking activities work together? How are consistency and performance assessed and measured against strategic KPIs/goals? How is the team structured and responsibilities balanced? How are skills evaluated and developed? How are training requirements identified and responded to?

**Cross Set and member activity:** Marketing doesn't stop with the marketing and clerking teams. How are members contributing to marketing and business development? How are they supported by and interacting with the marketing team/key individuals?

**Data:** Reviewing the accuracy, reliability and validity of data held. How is this used (ie. application to analysis, trends, monitoring of performance, reporting etc) and reviewed/tested? How well does the marketing activity respond to this data?

**Legal:** Compliance with legal requirements (eg. DPA, preparation for GDPR).

**Agents:** How do you work with third-parties to ensure value for money and productivity? How do you select them, form contracts and review performance?

**Money:** Expenditure projections set against reality. How do we budget and forecast budgets? How is the annual budget spent (and how does this relate to plans)? What proportion is tactical versus personnel? What impact does budget and money have on tactical performance and delivery of KPIs?

**Research:** In what way are decisions and activities supported by research? How is this conducted and reviewed?

**Processes:** What formal processes do you have in place for running marketing? What records are kept? What internal policies, safeguards and measurements for key activities (and day-to-day tactics)? What contingencies are in place?

**Campaigns:** How do you apply the above criteria to individual campaigns?

**Business Development:** How do you identify opportunities? How is this assessed for risk, credibility and reliability? How is this linked to strategic decisions and marketing activities? How is this communicated and used internally?



## YOU CAN CHOOSE FROM THE FOLLOWING **EXTERNAL AUDIT SERVICES**:

**Competitor analysis:** Identifying your key competitors and assessing their performance against your strategic objectives (ie. how do they demonstrate the things you deem important).

**Stakeholder research:** Using tools to assess how stakeholders (clients, press, referrers, targets) view your Set and its reputation, as well as their likelihood to recommend you.

**Macroenvironmental analysis:** A report on the key external and uncontrollable factors that influence your marketing and business development activity: economic factors, demographics, legal, political and social conditions as well as technological and sector changes.

**Benchmarking and comparative study:** How does your marketing and business development activity respond to and perform against the above three areas? Is your market share reasonable? How does your marketing perform in terms of return on investment? How well do you respond to market changes? Do people view you as you'd like to be viewed - and do you a) know and b) do anything about it? Does your offering and communication respond to the marketplace?

Once this research has been completed it is written up in the following format:

1. Executive Summary
2. Observations and associated recommendations.
3. Traffic light risk summary.
4. APPENDIX: Methodology for research.

It would then be usual to present these findings to the the Head of Chambers or key decision-makers and provide a final chapter, for inclusion at the end, highlighting their response to the findings and commitment to addressing the risks/accepting them.



# TEN REASONS TO USE ELEPHANT CREATIVE

---

1. We speak Plain English. Enough said.
2. We are experts in working with Barristers' Chambers... but it goes further than that. Need an expert in thought-leadership PR for your new media practice? We have one. Need an expert in tendering to the public sector? We have one. We don't believe in 'all-rounders'.
3. We won't waste your time with fancy diagrams and long-winded data reports. You ask us the question – we'll give you the answer.
4. We can become part of your team. We integrate and communicate. We want to understand you and your business and work closely with you to achieve the goals you set out.
5. We tailor our approach to your organisation. We don't have a template of documents to fit all firms. We start from scratch with every client, understanding you and your organisation.
6. We believe in fees going on expertise – not fancy offices. Our rates reflect our expert associates, not some beautiful glass high-rise office block and posh coffee.
7. We are honest. If we think something is a bad idea or is going in the wrong direction, we'll tell you.
8. We believe in starting at the beginning, not half-way through. Any marketing or business development idea needs a strategy and a plan. That doesn't mean airy-fairy words and theory – it means researching and planning the best tactical approach to any problem or project and then setting out how to deliver it.
9. We want you to succeed and grow. We all have a passion for our areas of expertise and the clients and projects we work on.
10. Our founder, Helen Hammond, is involved at every level, with every client and has worked with law firms for years. So you can rest assured that you'll always get the same level of plain speaking, common-sense advice that made Elephant Creative special when it was first founded.



[www.elephantcreative.co.uk](http://www.elephantcreative.co.uk)



[@elephantcreate](https://twitter.com/elephantcreate)



[helen@elephantcreative.co.uk](mailto:helen@elephantcreative.co.uk)

