

## Legal marketing success requires successful market intelligence

Your clients and prospects depend on you to understand their industry and their markets, an understanding that can only happen with relevant, trustworthy and current market intelligence.

Nearly half of Am Law 200 firms count on LAC Group for market and competitive intelligence curated to their specifications by research experts and delivered for action and insights.

Read more to learn how we helped one such legal client gain the industry and market expertise needed to lead the market in one specific industry, win Legal Marketing Association's "Your Honor Award" for Practice Development and create a successful new revenue stream.



### **BUSINESS NEED:** Capitalize on the potential of a burgeoning industry

When advances in horizontal drilling and fractionation of shale gas basins in the United States began reshaping the entire energy industry, one of LAC Group's legal clients realized the economic potential, not only for their clients within oil and gas, but for interrelated sectors like real estate development, construction, transportation and logistics, private equity, utilities and numerous public agencies. Tapping into this potential would require a systematic approach to getting real-time market moves and forward-looking analysis to establish market leadership.

### **MARKET INTELLIGENCE NEEDS**

Empower industry teams and practice groups with action-oriented insights and distribute timely news directly to clients and prospects.

### **LAC GROUP MARKET INTELLIGENCE SERVICES**

-  Industry deep-dive reports
-  Ongoing awareness and monitoring
-  Regular client-facing reports
-  Thought leadership content

### **ABOUT LAC GROUP**

Founded in 1986, LAC Group is a leader in delivering high-quality, cost-effective business services that help organizations find, curate and manage information and high-value content.



## **BUSINESS SOLUTION:**

### **Monitor and transform energy information into actionable insights**

To empower the firm's industry team and practice groups and regularly distribute updates directly to the firm's clients and energy industry prospects, our analysts focused on the precise areas that mattered most to the firm:

- Tracking and analyzing developments in targeted organizations and monitoring two specific shale formations in the northeastern United States.
- Real-time insights, periodic industry reports and the co-creation of informative, market-facing content to strengthen the firm's subject matter expertise.



## **BUSINESS OUTCOME:**

### **Greater industry influence, new business and a marketing award**

LAC Group's market intelligence program significantly grew the client's influence in the oil and gas sector:

- The firm's lawyers have stayed abreast of key industry developments while saving time.
- Current and ongoing information has powered the firm's content marketing outreach, including its shale microsite and Twitter account.
- The firm received the Legal Marketing Association's "Your Honor Award" for Practice Development.

Most importantly, the initiative succeeded in driving new business to the firm.

## **Emerging opportunities (and threats) in any industry**

Like many industries, energy operates in a fast-moving regulatory and commercial landscape.

Whatever industries or topics matter the most to your firm, LAC Group will help you understand and monitor the trends, emerging technologies and other factors to help you strengthen current client relationships and identify new prospects and business development opportunities.