

# Your Honor Awards Categories



The LMA Your Honor Awards cover excellence in legal marketing. All categories are aligned with the Body of Knowledge, created by the Legal Marketing Association.

## 1. Business Development

*Drives new business and increased revenue for the law firm — both directly and indirectly — through client and prospect outreach, attorney coaching and mentoring, and market intelligence.*

**1A. Coaching / Training / Planning.** This includes attorney coaching, training programs, business development plans, sales and networking techniques, and cross - selling initiatives.

**1B. Events.** This includes seminars, open houses, networking events and webinars.

## 2. Business of Law

*Demonstrates an understanding of the legal profession through evaluating firm financial and operational performance, building strategies to leverage market opportunities, and implementing practices that maximize performance.*

This includes projects that involve market and business intelligence, profitability and pricing, talent management, financial management, project management, and measurement of ROI.

**Example 1:** Collaboration between multiple departments within the firm such as finance, marketing and professional development around succession planning.

**Example 2:** Market research efforts designed to provide data for assessing high-potential growth areas.

## 3. Client Services

*Consists of the techniques, processes and standards by which law firms' professional staff serve the lawyers in the firm and the clients of the firm, including the disciplines of project management and process improvement.*

This includes any programs or processes developed by a law firm designed to specifically help it better serve clients, such as client feedback programs, process improvement, client experience, and industry and client teams.

## 4. Communications

*Entails developing and implementing internal and external messaging strategies to broaden the impact of a firm's programs and brand position.*

**4A. Brand enhancement.** This includes logos and any kind of design or key messaging related to the enhancement of a firm's brand identity. Example: New identity design, tagline and/or key messaging that clearly positions the firm and/or differentiates it from all others.

**4B. Promotional and collateral materials.**

**4B.1: General.** This includes brochures, annual reports, integrated branded materials, advertising, promotional giveaways and tradeshow booths.

**4B.2: Holiday mailings / announcements.**

**4C. Media relations/PR.** This includes press releases, news conferences and other non - paid media coverage as well as media training programs, charitable and community service programs, and pro bono projects.

**4D. Content marketing.** Includes the planning and execution of a campaign that primarily involves the creation of content around a specific topic that demonstrates the firm's capabilities and experience in that area and helped to establish the firm as a player in the area/topic the content addressed. This would include the innovative use of rich media, a photo gallery, videos and podcasts.

# Your Honor Awards Categories, *(continued)*



## 5. Marketing Management and Leadership

*Establishes and effectively manages a highly functioning marketing organization through people and processes that foster collaboration and drive overall business objectives.*

**5A. Internal marketing.** This includes internal marketing initiatives that are designed to improve the performance and relevancy of the marketing and business development departments within a firm.

Example 1: Internal attorney communications, feedback and change management projects

Example 2: Marketing department/services organizational structure and dynamics

Example 3: Creative partnerships with vendors and service partners

**5B. Diversity.** This includes any firm-wide efforts that involved the marketing department to help the firm or the legal industry become more diverse, or to raise awareness for diversity.

## 6. Technology Management

*Includes identification, implementation and effective management of the technologies and technology staff that support marketing and business development.*

**6A. Email marketing.** This includes innovative campaigns that primarily involve email.

**6B. Applications and innovative use of technology.** This includes noteworthy blogs or ancillary websites for the firm as well as the development of specific technology applications, such as mobile apps.

**6C. Website design and development.** This includes firm-wide websites, blogs or microsites.

6C.1: Projects totaling up to \$85,000.

6C.2: Projects totaling between \$85,001–\$185,000.

6C.3: Projects totaling \$185,001 or higher.

**6D. Social media and engagement.** This includes campaigns that primarily occur on social media platforms.

**6E. Software and platforms.** This includes any initiative that involves the innovative use of software or technology platforms — such as CRM systems, proposal and pitch development tools, experience management tools, or marketing automation platforms — to help further a firm's marketing goals.

**6F. SEO / Analytics.** This includes proactive efforts to improve website traffic through strategic SEO initiatives.

## FAQs

### Q: Who can enter?

A: Either a law firm or a service provider may submit entries. However, consultants and vendors must provide written approval from the law firm on firm letterhead.

### Q: What timeframe is eligible for submission?

A: Any work produced to promote or market the services of a law firm between September 2017 and August 2018 is eligible to enter.

### Q: How much does it cost to enter, and how can I pay?

A: Cost is \$80 per entry. You can pay with a credit card through PayPal or by check. If you are paying by check, the check must be received by the submission deadline. Please make checks payable to "LMASE" and send checks to: Jennifer Brinkley, 4978 Country Wood Trail Hoschton, GA 30548.

### Q: I have so many great projects to choose from; can I submit them all?

A: If you submit multiple entries, you receive a 10% percent discount! Please note that you must pay by check to receive the discount. Please submit a separate entry for each project.

### Q: Can I send in a hard copy to enhance my submission?

A: We cannot accept hard copy submissions. Sending hard copies will automatically disqualify your submission.