



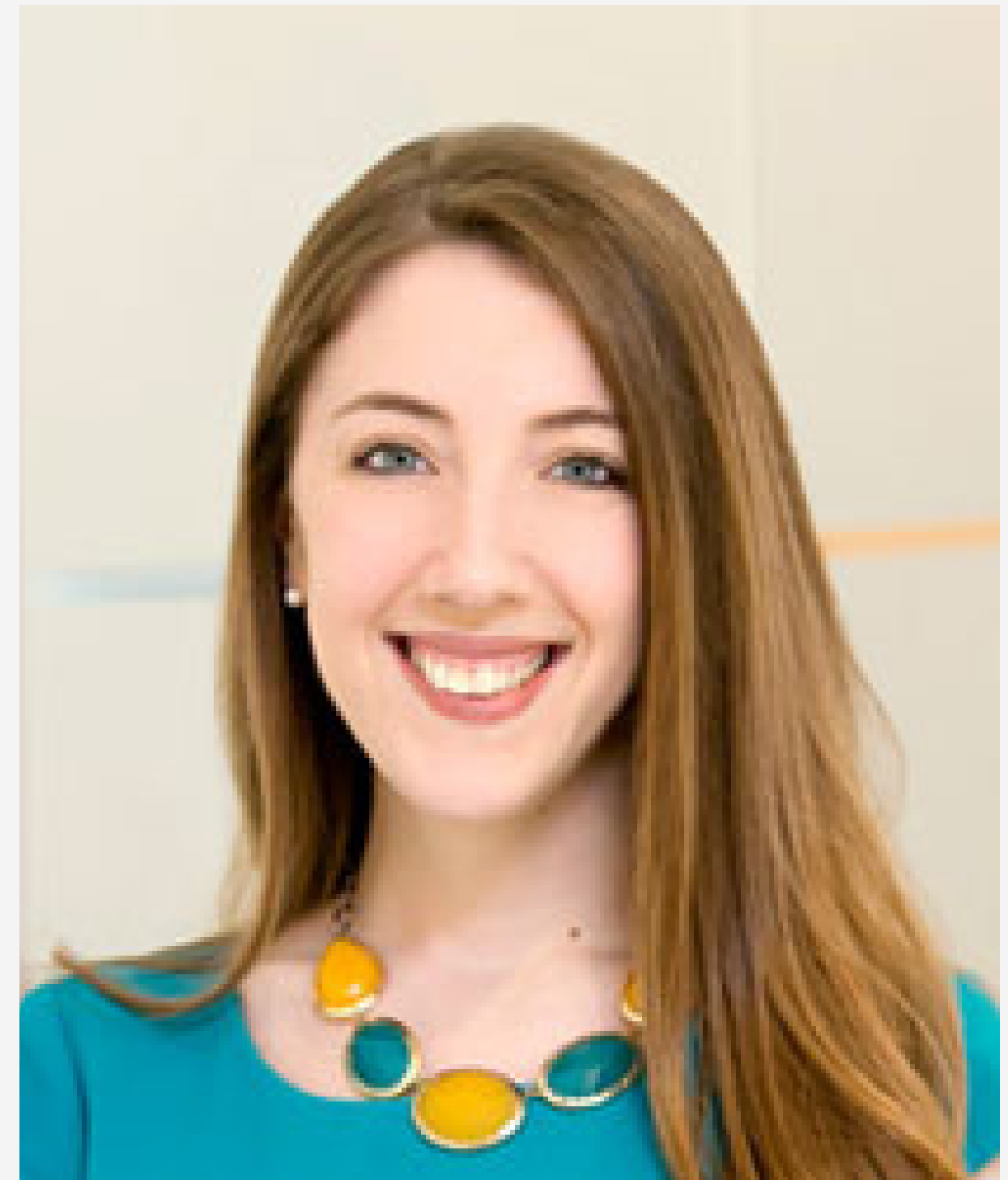
Marketing & Metrics: What Matters to Law Firms

Presented by Casey Blake & Margaret Burke



Margaret Burke
Managing Director

Our clients come to me for strategic oversight, firm growth opportunities, and team culture ideas.



Casey Blake
Director of Client Success

Our clients come to me for creative brainstorming, marketing techniques, and brand enhancement activities.

Metrics, KPIs & Key Concepts

- $WIP + AR = \text{Cash Flow}$
- Month-End Financials
- Utilization
- Consistent and Timely Billing



Business Development & Marketing



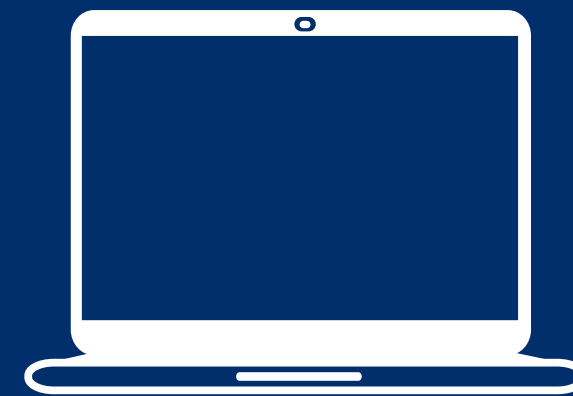
Business
Development
& the billable
hour



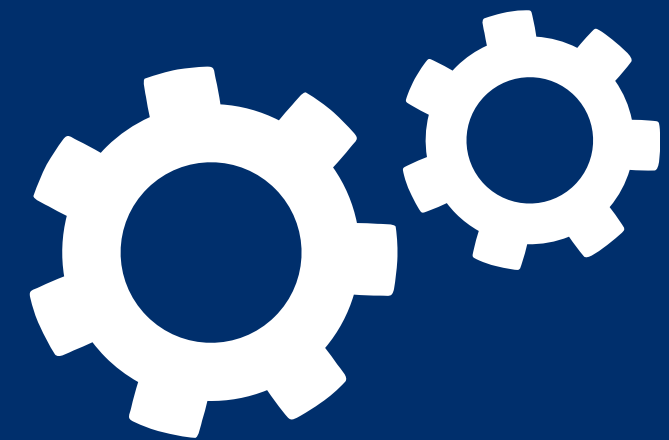
Every
interaction is
an opportunity



Digestible
business
development
bites



Leveraging the
hybrid
environment



Cross-solving,
not cross-
selling!

Business development questions to ask yourself

- 1) What are my long term BD goals?
- 2) Are there parts of my website or professional profile that needs updating?
- 3) Where should I focus my time and energy?
- 4) What do my clients, referral sources, and friends of the firm need from me right now?



The Kolibri Approach

How we work with our clients



1. Educate

At our initial consultation, we'll learn about your business, understand your needs, and explain our five areas of service offerings.



2. Explore

Based on our meeting, we'll develop a customized proposal for your consideration, align our services with your needs, and breakdown our pricing.



3. Engage

Upon your agreement to work with us, we'll become your strategic partner, be a member of your team on a month-to-month basis, and bring our areas of expertise to your firm.

Connect with us today.

We'd love to schedule a complimentary call to learn more about you and your firm.

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