

WHICH OF THE FOLLOWING MARKETING TACTICS HAS YOUR FIRM USED OVER THE PAST 24 MONTHS?

THE BASIC MARKETING MIX EVERY FIRM SHOULD EMPLOY HAS NOT SHIFTED OVER THE PAST DECADE, EXCEPT THAT NEARLY ALL FIRMS HAVE ADDED WEB SITES. IT IS REQUISITE EVERY FIRM EMPLOY SOME COMBINATION OF INTERNET, SEMINARS, SPEECHES, TRADE AND COMMUNITY GROUP MEMBERSHIP ALONG WITH CLIENT ENTERTAINMENT, BULLETINS/NEWSLETTERS AND MEDIA RELATIONS. A LAW FIRM NETWORK CAN ALSO BE A BENEFIT.

2006 v. 2004

