CMO2go
WE SPEAK FLUENT LAWYER

SERVICES FOR LAW FIRMS

CMO2go provides on-demand senior legal marketing leadership to midsize law firms. As veteran legal marketers with decades of experience in the world's largest law firms, we know law firms like the back of our briefcase.

Law firms don't need more random acts of marketing. They need focus, leadership, and follow-through — from marketers who understand law firms from the inside.

IS THIS YOUR FIRM?

- You're spending money on marketing, but aren't sure it's working.
- You want marketing to feel organized, strategic, and measurable — not scattered.
- You have important growth initiatives that never seem to get finished.
- Your marketing leader just left — or you're building a team.
- You need senior-level thinking without a full-time hire.

SOUND FAMILIAR? WE'VE SOLVED THESE PROBLEMS FOR CLIENTS JUST LIKE YOU.

OUR SERVICES

Two ways to work with us. Get a plan and the people to carry it out, or bring in senior-level coverage when your team needs it.

BLUEPRINT • BUILD • BOOST

A plan and the people to execute it

Set priorities, put the plan to work, and keep the momentum going.

BRIDGE A GAP

Senior-level coverage, right now

The right veteran legal marketer steps in when a leader is out or your team is in transition.

TWO WAYS TO WORK WITH US

The right starting point depends on what your firm needs now.

BLUEPRINT • BUILD • BOOST

A plan and the people to execute it

BLUEPRINT

Focused sessions with lawyers and leadership create priorities, timelines, and a realistic roadmap.

BUILD

We work alongside your team to write, design, launch, and manage the work the plan calls for.

BOOST

Ongoing support gives the work a longer runway and keeps new practices from backsliding.

BRIDGE A GAP

Senior-level coverage, right now

When a senior marketing or BD professional is away or has moved on, we match your firm with the right veteran legal marketer.

- ✓ Lead the team and keep critical work moving
- ✓ Support pitches, communications, and vendors
- ✓ Document processes and relationships
- ✓ Prepare a smooth handoff to a returning leader or new hire

WHY FIRMS TRUST CMO2GO

DECADES OF **AM LAW 100 EXPERIENCE**

PARTNER LEVEL **SOPHISTICATION**

FLEXIBLE RIGHT-SIZE ENGAGEMENTS

STRATEGY + EXECUTION IN ONE TEAM

SEAMLESS INTEGRATION INTO FIRM OPERATIONS

WE UNDERSTAND HOW LAW FIRMS OPERATE — AND HOW PARTNERS THINK.
WE SPEAK FLUENT LAWYER.

WHAT CLIENTS SAY

CMO2go are absolute lifesavers. They are truly an extension of our team and know our firm inside and out.
— Director of Marketing & Business Development, Midsize law firm

CMO2go created a marketing department for the amount of time that we needed it.
— Partner, Midsize law firm

CMO2go kept us focused throughout the implementation process so everything would be completed by our deadline. Everything launched on time and on budget.
— Managing Partner, Midsize law firm

Something I never expected when I hired them was how well they matched the right person to the team and the goal.
— Senior Director of Business Development, Am Law 100 firm

STRATEGY, EXECUTION AND LEADERSHIP — ALL IN ONE TEAM.

Let's Get Focused
CMO2go gives your firm clarity, momentum, and senior-level marketing leadership. We speak fluent lawyer. **Let's talk.**

Schedule A Discovery Call

Learn More

LEARN MORE ON OUR WEBSITE | EMAIL US FOR MORE INFORMATION