CMO2go

BLUEPRINT

ONE PLAN FOR ALL YOUR MARKETING GOALS

A BLUEPRINT FOCUSES YOUR EFFORTS IN THE RIGHT DIRECTION

After decades in BigLaw marketing, we know the difference between "doing marketing" and having a marketing plan.

CMO2go's Blueprint is our collaborative planning process designed specifically for law firms. Through structured conversations and a facilitated strategy session, we help you:

- ✓ **Identify your firm's true long-term priorities**, not just what's urgent right now
- ✓ A**lign marketing initiatives with business goals** so every dollar works harder
- ✓ **Create a realistic roadmap** that guides both execution and your budget
- ✓ **Unite your team around a plan** everyone actually understands

IS YOUR LAW FIRM'S MARKETING ALL OVER THE PLACE? LET'S FIX THAT.

Here's What We Hear All the Time

"We're doing a lot of marketing, but we just don't know if it's the right marketing."

Sound familiar? Many law firms start with a scattered marketing budget and tactics, but don't have a clear strategy tying them all together.

Here's What Happens

- Marketing dollars get scattered across websites, sponsorships, and events
- Inconsistent messaging doesn't land
- Great ideas never make it out of the conference room
- Partners are frustrated by stalled projects

THE CMO2GO DIFFERENCE: WE SPEAK FLUENT LAWYER

We're not just business consultants. We're veteran legal marketers who have held every role from assistant to department head at firms like Sidley, Jones Day and Mayer Brown. We bring BigLaw expertise at a fraction of the cost of a full-time hire.

OUR BLUEPRINT IN ACTION

From Random Acts to Connected Communications

The Challenge: A midsize firm was doing plenty of marketing, but nothing tied it together. Its website no longer reflected the firm, and employees often heard important news through the grapevine.

The Blueprint: The firm initially came to us for help with a project, then chose to start with a plan. We identified internal and external communications as priorities, with a focus on sharing news with the firm before taking it outside the firm. The plan included clearer internal updates, refreshed website messaging, and ways to involve employees in the firm's anniversary.

The Outcome: The firm now communicates more consistently with its people, and its website and materials better reflect who it is today.

From Scattershot Ideas to Focused Priorities

The Challenge: This business-focused firm wanted to grow but was overwhelmed with many scattered ideas and no clear path forward.

The Blueprint: During a collaborative strategy session, we distilled dozens of ideas into four core priorities: cross-practice marketing, targeted client lists, strategic networking and refreshed materials. We also helped associates develop individual marketing plans that supported the firm's overall marketing strategy.

The Outcome: The firm walked away with an actionable marketing plan and a newly engaged associate team, each with their own roadmap for practice growth.

New Office + New Practice Area

The Challenge: A respected firm wanted to spotlight both a new office opening and a growing sector group, but had limited bandwidth.

The Blueprint: We facilitated separate on-site sessions for each initiative, creating two distinct blueprints with clear priorities and timelines. Along the way, we uncovered firmwide opportunities—from LinkedIn engagement to website improvements—that benefited the entire firm.

The Outcome: The firm gained clarity and alignment across both initiatives, plus actionable steps to raise visibility for the new office and the practice area.

READY TO FOCUS YOUR MARKETING EFFORTS?

CMO2go's Blueprint process gives your firm clarity, alignment and a roadmap that turns marketing from a cost center into a growth driver. **Let's talk.**

Schedule A Discovery Call
info@cmo2go.co

Download Our Free Resources
Marketing Plan Template | Budget Template | Budget Checklist

> CMO2go is our execution guru. They kept us focused throughout the implementation process so everything would be completed by our deadline. Everything launched on time and on budget.

> **The planning meeting CMO2go facilitated was fantastic—we were all in a room together and the ideas were flowing. We came up with plenty of ways to grow our firm and our individual practices.**