

## **EnergiseLegal case study**

### **Firms/Marketing Us/Marketing Strategies**

#### **IP Marketing Programme**

##### **The Brief**

- To support the IP team to create a strategy and plan for business development.
- To build confidence and competence in marketing themselves and winning work.

##### **Our Role**

- Two half day workshops tailored to the client's unique requirements with pre-work, practical exercises and individual tailored support.
- Understand blocks about business development and marketing and create solutions to overcome them.
- Support the team with a live tender for a piece of business.

##### **The Result**

- Helped the intellectual property (IP) team of a specialist IP firm to create a marketing plan.
- Identify what made the individual lawyers unique.
- Individual business development (BD) plans.
- A meeting room in the client's local office to focus BD efforts.
- Increased confidence in BD/Marketing and tools to use in future.