

Legal Marketing Innovation Academy

June 25, 2025



MOUNT INSIGHTS

COURSE OUTLINE

01

**Introduction to
Digital Marketing**

02

**Digital Maturity
Assessment**

03

**Marketing and Business
Development Strategies**

04

**Software Selection
Best Practices**

05

Core Technologies

06

AI

EXECUTIVE SUMMARY

The Legal Marketing Innovation Academy is an advanced course tailored for leaders in legal marketing and business development functions at top global firms.

This one-day intensive course will provide participants with a deep dive into the strategic and practical aspects of implementing and leveraging marketing technologies (MarTech) in legal practices. Participants will be armed with tools to assess their firms' digital maturity, learn about CRM, ERM systems, key client programs as well as how to incorporate AI into marketing and BD processes.

The course aims to enhance the participants' strategic insights and operational skills to drive digital transformation in their firms. Lifetime access to updated resources and a dedicated alumni online community will ensure ongoing learning and networking.

Why Choose the Legal Marketing Innovation Academy:

- **Industry-Specific Focus:** Designed exclusively for law firms, this academy addresses the unique challenges and opportunities in legal marketing.
- **Strategic Technology Roadmap:** Learn to create comprehensive, actionable plans for implementing new technologies, from CRM systems to AI-powered tools.
- **Budget Optimization:** Gain insights into prioritizing investments and maximizing ROI on marketing technology spend, crucial for securing internal approval.
- **Stakeholder Alignment:** Master the art of building consensus and managing change to ensure smooth adoption of new technologies across your firm.
- **Client-Centric Innovation:** Discover how to leverage technology to enhance client experiences and satisfaction, setting your firm apart.

Academy Highlights:

- In-depth exploration of key legal marketing technologies
- Digital maturity assessment tools
- Project management and roadmap development skills
- Software selection and vendor management strategies
- Applications of AI in legal marketing

Key Deliverables:

- **Digital Maturity Assessment:** Evaluate your firm's technological capabilities and identify growth opportunities.
- **MarTech Stack Diagram:** Visualize and optimize your firm's marketing technology ecosystem.
- **Strategic Technology Roadmap:** Develop a phased plan for implementing and optimizing marketing technologies.
- **RFP/RFI Templates:** Access customizable templates to streamline your vendor selection process.
- **Content Strategy Framework:** Learn to create and optimize content that drives lead generation and client engagement.
- **Legal Marketing Innovation Academy Certification:** Upon completion, participants receive a Legal Marketing Innovation Academy certification, validating their expertise in legal marketing technology.

Whether you're tasked with rolling out a new CRM system, updating your firm's website, or aiming to position your firm at the forefront of legal marketing innovation, the [Legal Marketing Innovation Academy](#) teaches the skills your team needs to succeed.

SYLLABUS



Unit 1: Introduction to Legal Marketing

- Cohort introductions
- Overview of trends in legal marketing technologies
- High-level exploration of key technologies
- Data governance fundamentals
- Team formation and initial assignment

Unit 2: Digital Maturity Assessment

- Introduction to Digital Maturity Model
- Self & team evaluations of digital marketing maturity
- Customized MarTech Stack Diagram assignment
- One-on-One feedback on your scores

Unit 3: Marketing/BD Strategies & Tools

- Key Business Processes
 - Lateral Integrations
 - Client Intelligence
 - Client Service Teams
 - Client Feedback
 - Financial & Client Health Measures
- Tools
 - Goal setting
 - Project management tools (Agile, Kanban)
 - Exercises in stakeholder comms
 - Buy-in strategies
 - Roadmap framework
 - Problem-solving workshops

Unit 3: Software Selection Best Practices

- Analyzing technology fit
- Methods for vendor selection
- Developing RFPs/RFIs
- Managing vendor demos
- Contract negotiation strategies

Unit 5: Core Technologies

- CRM and ERM
- Data architecture, quality and enrichment
- Analytics and data warehouses/lakes
- Maximizing existing tools and best practices
- Overview of market trends
- Current and future opportunities to leverage AI
- System migration strategies and change management

Unit 6: AI

- Current and future opportunities to leverage AI
- Breakout - try AI

In Real Live Scenarios

Step into the world of legal marketing innovation with our 'In Real Life' (IRL) videos. These candid interviews feature in-house experts sharing their frontline experiences and insights across the legal marketing landscape.

DIGITAL MATURITY

Our digital maturity report can help you demonstrate the value of a digital transformation and develop a strategy for communicating the business case with senior leaders — one that resonates with the unique needs of your law firm.

Before you invest in new marketing technologies, you'll need to clearly articulate where you want to end up. The Mount Insights Digital Maturity model scores the firm's digital capabilities across five critical dimensions:



Take the Digital Maturity Survey and receive your custom report today!

In Real Life Series

Step into the world of legal marketing innovation with our 'In Real Life' (IRL) videos. These candid interviews feature in-house experts sharing their frontline experiences and insights across the legal marketing landscape. **Our series delves into three crucial areas:**

Understanding Key Business Processes:

Discover how industry leaders navigate essential functions like business development, competitive intelligence, and pitch generation. Learn best practices for experience management, website development, and campaign execution. Gain insights into building effective sales teams that drive firm growth.

Working Across Functions:

Gain valuable perspectives from senior leadership. Hear directly from COOs, CIOs, CMOs, and CFOs as they share their vision for marketing's role in firm success. Understand how to align your strategies with high-level organizational goals and drive change from within.

Views from the Top:

Explore the art of cross-departmental collaboration. Our experts reveal strategies for seamless integration with procurement, IT, business development, pricing, and finance teams. Understand how breaking down silos can lead to more efficient and innovative marketing initiatives.

INSTRUCTORS



Djibril Anthony

Djibril is an engineer and self-taught technologist with over a decade of experience building mission-critical systems for organizations of all sizes. An expert in CRM and marketing automation implementation, he leverages agile methodologies to bridge the gap between business and technology.



Michelle Woodyear

Michelle brings over two decades of experience in legal marketing technology and business development to the LMIA. As the former Director of Digital Marketing at Covington and a Client Advisor at LexisNexis, she has guided dozens of AM Law 200 firms through complex digital transformations. Michelle's expertise spans data science, marketing technology, content strategy, and social selling.

LEGAL MARKETING INNOVATION ACADEMY

Want to learn more? Consider enrolling in the Mount Insights Legal Marketing Innovation Academy.

Whether you're tasked with updating your firm's digital presence or seeking to drive innovation, this academy provides the tools and knowledge to excel in today's competitive legal landscape

REGISTER NOW



Tuition*: £499

*Discounted to £499 for the first 5 registrants.
Organizational/group pricing available

When: June 25, 2025
8:00 – 16:30

Where: Work Life
6-7 St Cross Street
London EC1N 8UB

Schedule a Call with the Academy Directors
InnovationAcademy@mountinsights.com