



## Your Marketing Solutions Partner

You deliver innovation in a precise and efficient manner. Your marketing partner needs to do the same. Legal Tech Media Group (LTMG) is a full-service marketing agency dedicated to delivering results for every stage of your organization's growth. Our team of industry experts specialize in the strategic and tactical execution you need



## Ready to take the next step and expand your reach?

To establish a presence or grow demand within the legal vertical requires intimate knowledge of the buying behaviors of legal professionals and experience on the front lines. With decades of combined tenure as sales and marketing executives, LTMG's team serves as your dedicated Legal Vertical SMEs (Subject Matter Expert) to reach specific customer acquisition goals.

## Full-Service Agency

LTMG is a full-service marketing agency offering services to companies that sell products and services to law firms, legal departments, and government agencies. From marketing strategy to tactical execution, LTMG services help you plan, succeed, and grow.

## SERVICES

## Subject Matter Experts

The LTMG SMEs have the experience and expertise to address the challenges executives are facing in today's legal vertical. SME services include:

## Strategic Planning & Budgeting

## Branding, Re-Branding & Positioning

## Buyer Personas

## Market Research

## Business Development

Mastermind Program™

## Tactical Execution

Whether you are a startup or just don't have enough bandwidth to execute your demand generation programs, we can help. Tactical Execution services include:

## Content Creation

## Media Acquisition

## Campaign Management

## Lead Generation

## Social Media

## Public Relations

Extend your campaign reach to audiences that match your demographic with PR strategies that compliment your marketing efforts.



“We have worked continuously with LTMG, and its predecessor LVS, for over 15 years to build our business in the legal vertical. They helped us define our initial positioning, establish solid relationships in the market, and guided our content development and tactical execution to achieve a solid position of recognition and leadership within our space.”

Ashley Griggs, Director, Legal Markets, Nexidia, Inc.

## Architecting Success

Legal Tech Media Group's signature programs are designed to deliver results for every stage of your organization's growth. From the top of the funnel through customer acquisition, each LTMG program contributes value to your sales and marketing efforts.

## PRODUCTS

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### HubSpot for Legal™

Legal Tech Media Group is the exclusive HubSpot Agency focused on helping legal vendors. Our goal, as a Platinum Partner, is to help you build demand generating marketing programs and accelerate your client acquisition process.



### Legal Tech Consultants

As a law firm technology consultant, you pride yourself on being your client's partner in business, security, and growth. You work as a team to understand and implement their immediate needs as well as their long-term goals.



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“I want to thank you for all the help on setting up our HubSpot CRM. We've had several HubSpot portals for over 4 years for our sales team, and it was not until now that we've ever had any value from them. In just 3 months, we're already getting productivity data that we've never seen before, and we're more efficient thanks to the sequences, tasks, and documentation you've built for us. I also appreciate how available you and your team have been for us. It's hard to find partners as responsive and patient, while also pushing us forward.”

**Hsiaolei Miller**, Former Group Publisher, Breaking Media (Above the Law)





“LTMG has made it easy and affordable for us to finally have a consistent marketing department!”

Nancy Griffing, President, 3545 Consulting

## PORTFOLIO

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LTMG has built a unique set of services and products to serve the legal vertical through its three divisions: Agency Services, Publishing, and Events.Legal



### Legal Technology Translated for Today's Practicing Professional

Legal Tech Media Group's Publishing division (LTP) produces an extensive library of Buyers Guides eBooks, webinars and resources. LTP expert reviews, case studies, white papers, and webinars guide practicing lawyers, in-house legal teams, and legal professionals through the process of selecting the right technology for their team, clients, or business.



### Saving time and connecting you with new opportunities

Events.Legal was developed to help legal vendors make the best choices and eliminate hours of research by putting legal event information at your fingertips; and at the same time giving event hosts the opportunity to gain more exposure for their events and to attract additional sponsors.



“We were super lucky to meet up and link up with (LTMG Chief Tactical Officer) Chelsey. She has an incredible amount of knowledge in our space and the entire industry. Thank you for helping us grow and expand over the years.”

David Bitton, Co-Founder, Practicepanther

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Schedule a consult with Chelsey Lambert: [chelsey@legaltechmg.com](mailto:chelsey@legaltechmg.com)

