

Two Smaller Firms with Marketing on Their Minds

From *The Fifth-Anniversary MLF 50*

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Last month, we highlighted the Top Five firms from The Fifth-Anniversary MLF 50. This month, Numbers Six and Seven from the Top 10 are featured. Fitzpatrick, Cella, Harper & Scinto and Pryor Cashman are profiled here as firms that literally "made a move" and used marketing in ways that increased their exposure and their business.

NUMBER SEVEN PRYOR CASHMAN

Another firm that "made a move" did it with gusto. While the current economic climate has brought on considerable challenges for most firms, it has ushered in new opportunities for Pryor Cashman. The firm has hired additional attorneys and, in July 2009, increased its space to 100,000 square feet of prime, state-of-the art office space in Times Square Tower high above Broadway in New York City. This move from the firm's offices at Park Avenue, where it had been based for 38 years, was motivated

by Pryor Cashman's commitment to maintaining lean overhead and avoiding debt. Coincidentally, on the day the firm announced its move, *Crain's New York Business* named Pryor Cashman among the "Best Places to Work" in New York City.

I recently visited Pryor Cashman and met with its **Marketing Manager Elizabeth A. Wall**. Liz is responsible for all things marketing. She took me on a tour of the firm's new offices, which are breathtaking. High above the city, the offices have panoramic views of New York City (and "on a clear day you can see forever") including, but not limited to, a view of the famous "New Year's Eve Ball." Liz introduced me to several people, including the Marketing Partner Philip Hoffman, who works closely with her to implement Pryor Cashman's marketing strategy. The firm's good fortune did not happen overnight. Strategic guidance, tactical leadership, and a solid marketing program have been the keys to success for the 125-attorney firm.

Pryor Cashman, recently recognized by the *National Law Journal* for demonstrating creative and in-

novative strategies to stay competitive, is also a tight-knit family where every attorney recognizes that he or she is part of a team working together as one for the benefit of the entire firm. The firm's marketing team has reinforced that sense of camaraderie and loyalty by bringing together attorneys from many different practice areas and showing them how to work in tandem in marketing the many skills and strengths of Pryor Cashman.

The firm's move to 7 Times Square was a major event in its history and the marketing department, which was responsible for letting the world know about the move, developed and launched a multifaceted strategic plan, which commenced months before the July 2009 move and continues to date, to let Pryor Cashman's target audiences, including clients and the media, know about the move. Visual communications included:

1. In May 2009, two months prior to the move, the marketing department included a tagline below all attorney e-mail signatures alerting recipients that, as of July 6, the firm's new home would be at 7 Times Square (with all other contact information remaining the same).

2. In addition to stories about the upcoming move on the firm's Web site (the move was widely reported in the New York legal and business press), Pryor Cashman also added a notice on the home page alerting viewers to the move.

3. Attractive "buck slips," featuring photos of the firm's new building and the Times Square area, were inserted into invoices and other mailings to clients.

4. The marketing staff used the firm's electronic newsletter, "Priorities," as a communication vehicle to announce the news to over 10,000 contacts and designed a catchy and creative eCard announcement to ensure that every firm contact was notified of the change of address.

The marketing department's efforts did not end once the move was complete. Indeed, within days of the firm's move into its attractive new space, all attorneys were encouraged to contact clients and invite them to see it. Attorneys were excited and thrilled to show off the prime location. These mini tours of the space, which continue to date, have led to ideal opportunities to mine for new business and to cross-sell other Practice Areas. Attorneys have used these tours not only to show off the space, but also to in-

troduce clients to other lawyers in the firm who may be of assistance to them.

Pryor Cashman attorneys were not only quoted in scores of articles in print and online, but also appeared on numerous television and cable news programs, with many of the interviews taking place right in the firm's offices or at nearby media outlets, all of which are conveniently located close to the firm's new space.

In 2009, Pryor Cashman implemented a program to further improve client communication while creating an accurate, up-to-date customer contact database for targeted marketing. Its marketing department began working with an outside vendor to create an e-mail distribution system that allows for timely distribution of firm news and information electronically. In announcing the firm's move, this new technology streamlined the process and also allowed for the creation of a creative, eye-catching e-card without incurring the additional cost of hiring an outside designer. The marketing department makes sure that all client alerts and announcements filter through it, thus ensuring that each communication

reaches its intended recipient in a timely manner. Using an opt-in/opt out feature, the marketing department is responsible for making sure that designated contacts only receive alerts and announcements on topics that are of interest to them.

Strategies like those described above give Pryor Cashman a decisive edge. The firm continues to practice law the way it was always meant to be, emphasizing strong personal connections, high-level attention to all client matters and utilizing marketing to its best advantage.

CONCLUSION

While not megafirms by size, both Fitzpatrick, Cella, Harper & Scinto and Pryor Cashman clearly understand how marketing can make a firm appear "bigger and better." We applaud their efforts.

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