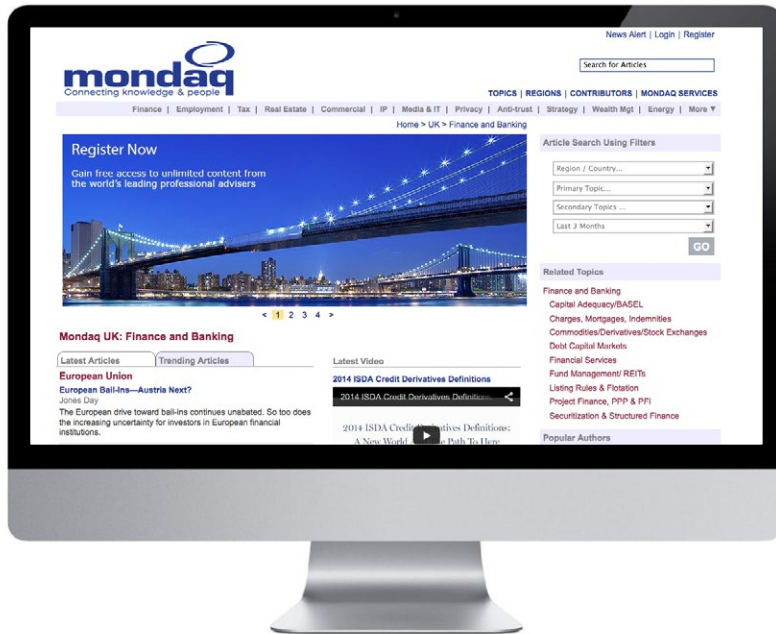


# Your Own Personal Business Development Manager



A law firm's knowledge base is a highly marketable asset and getting published content read by existing and prospective clients is important. Yet producing articles and video content takes time and has a cost implication to your firm. Maximising both reach and return on investment is critical.

Mondaq promotes contributors' content to over 674,000 registered users on a daily basis – users who include general counsel, CEOs, C-suite executives, lawyers, finance and procurement professionals and more recently company secretaries, through a new multi-year partnership with **ICSA** who hold a membership of over 33,000 worldwide.

Mondaq undertakes distribution partnerships with Bloomberg, Dow Jones, Lexis Nexis, Reuters and many more to ensure maximum reach for contributors content – providing channels otherwise not available to law firm marketing teams.

Contributing to Mondaq enables law firms to generate real business leads and benefit from:

- **Content read by new potential clients**
- **Exposure to new markets**
- **Improved lead generation**
- **Enhanced reputation and brand**
- **Demonstrable high ROI**
- **Contact details for individuals using your content**
- **Access to bespoke Market Intelligence Reports to inform practice and business development strategies**

For further information please contact your Hammicks account manager or:



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