

15. Law Firm Selection Influencers

Please rate the following based on how effective they are in influencing your selection of outside counsel.

Rate on a scale of 0 to 10 in which 0 = No effect and 10 = Extremely positive effect.

LAW FIRM SELECTION INFLUENCER	Average Rating	Median Rating
Demonstrated understanding of your business / industry	9.6	9
Referrals / Recommendations from colleagues	8.6	8
Personal contact: Visits / phone calls / personal notes	6.7	6
Written material demonstrating lawyer's expertise	6.1	6
Free seminars, webinars, CLE training for your law department	4.9	4
Branding as a full service firm	4.6	3
Industry events: Sponsorships / presentations / attendance	4.1	2
Website content / Firm brochures / Advertising	3.6	2
Directory listings and ratings (traditional and online)	3.3	2
Membership in law firm networks	3.2	2
Committee work, Community involvement, Board memberships	3.2	2
Direct mail / email communications about a firm	2.9	2
Social media activity: LinkedIn / Twitter / Facebook / Other	2.3	0
Invitations to social events / sporting events / meals	2.2	0