



The Agile Approach

at Consultwebs

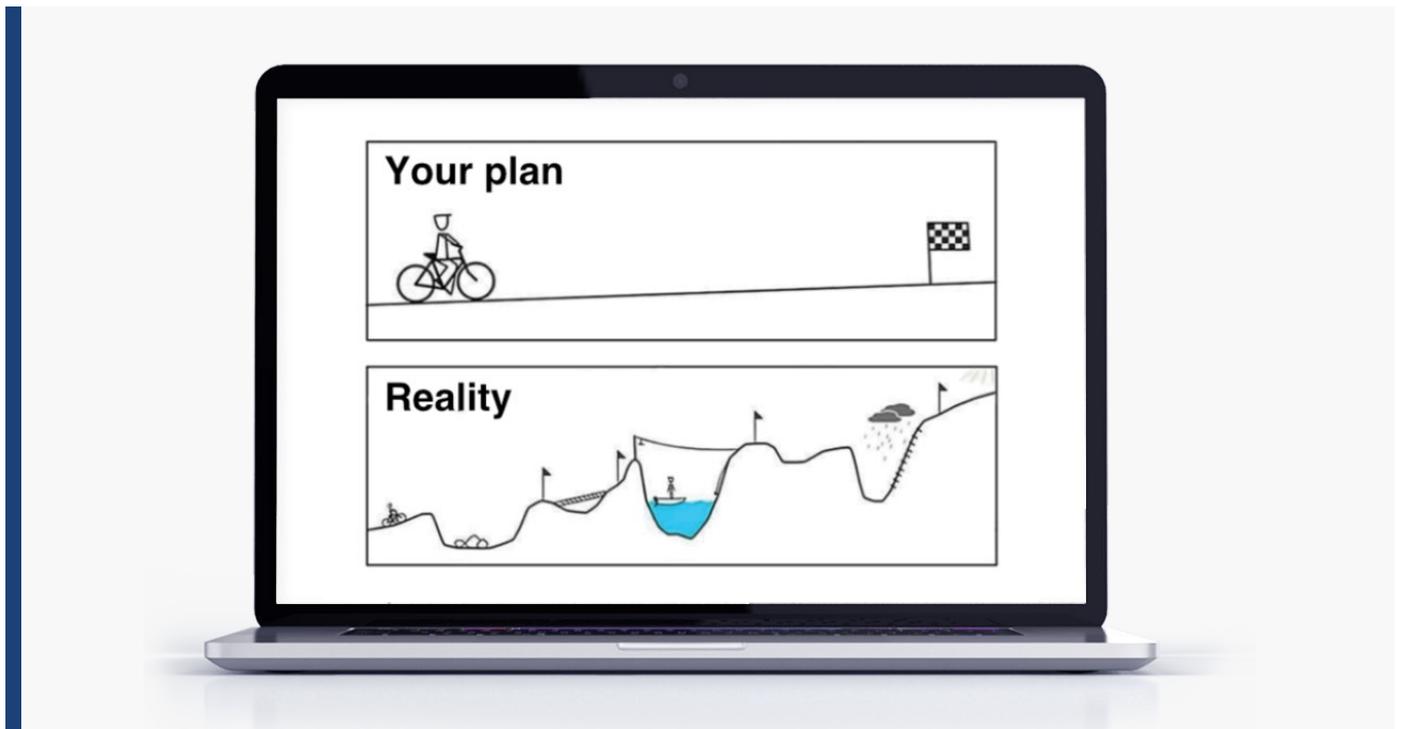




We are the first legal marketing agency going Agile. By now, you're probably wondering what that means for your firm? We thought we would take a closer look at this new approach.

What is Agile Marketing for Law Firms?

From this picture, we learn the lesson that growth isn't linear.



Part of growing your business in today's competitive arena is learning how to adapt as you come across inevitable valleys and hills. In marketing, this means adapting and responding quickly to changes e.g. reallocating your advertising budget where you're getting results. This is one of the reasons why **we're adopting the Agile approach in digital advertising.**



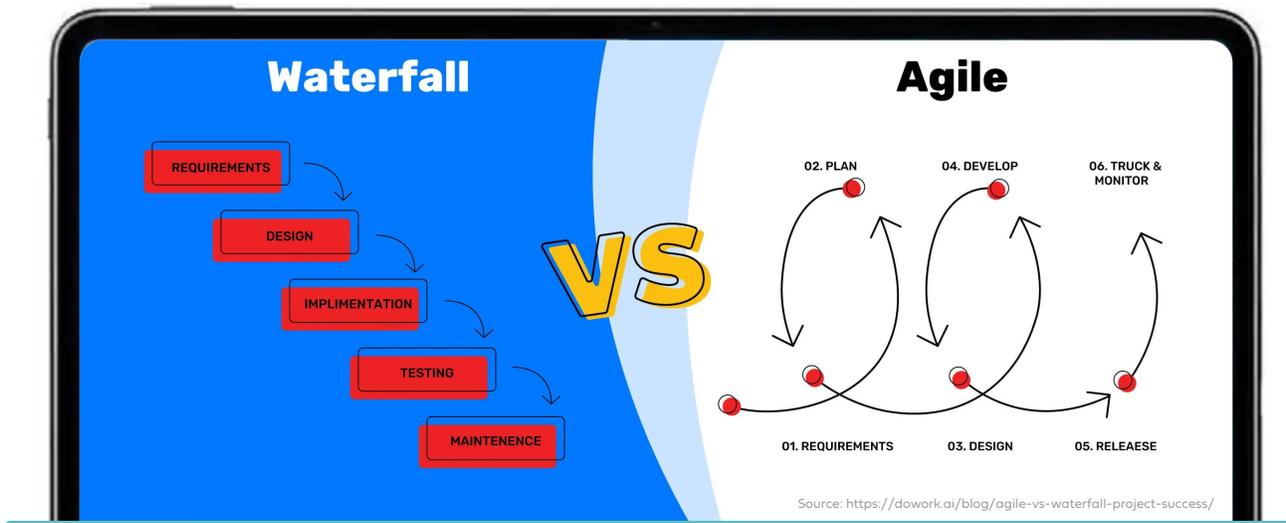
“Agile marketing is defined and executed differently for all organizations within different industries but for us [Consultwebs] **the Agile structure allows us to allocate advertising budgets from one advertising platform to another between multiple campaigns and ad platforms in real-time** based on campaign performance, market conditions, and results.” - Matt Smyers, Senior Digital Advertising Advisor at Consultwebs

Here you can see The Differences

| Traditional Waterfall Approach | Agile Approach |
|---|--|
| <ul style="list-style-type: none">• What it is: A linear, singular hierarchical process that's followed strictly from beginning to end.• Approach: Hands off, goals are established from the beginning• Level of flexibility: Low• Requires: Completing one deliverable at a time before progressing to the next phase | <ul style="list-style-type: none">• What it is: A way of thinking and managing projects with constant feedback, iterations and adjustments.• Approach: Hands on, iterative, frequent interactions, switching priorities based on what's working• Level of flexibility: High• Requires: Short-term deadlines |



The Agile Digital Advertising Approach at Consultwebs



Agile marketing helps us maximize your campaign results. This means you'll see a slightly different approach and implementation when it comes to your digital advertisements. Specifically:

The Agile Approach at Consultwebs:

- + **More flexibility that allows us to place money where trends and data suggest it will be best spent.**
- + **Quickly and efficiently shift strategies and funds** based on campaign performance, market conditions, trends and results.
 - + What used to be a Google Ads advertising contract is now a Digital Advertising contract, which offers more room for flexibility.
- + **Adopting a cross-functional collaboration**, rather than using silos or hierarchical linear approaches.



Alongside this, our team will be adopting the **major characteristics of an agile marketing team**, including:

1 | Teamwork and collaboration

We will be working with much more collaboration across our team, ensuring we collectively contribute ideas and strategies to ensure your digital advertising success.

2 | Data-driven decision making

We now have more options for solutions based on data. We will continuously test and experiment with new advertising approaches to make the smartest data-driven decisions and thus, maximize your results. **Here are two sample scenarios to better explain:**

Agile in Action - Example 1

Scenario
Data suggests your costs are increasing on Facebook campaigns during the holiday season.

Before Agile
Limited options when making alterations to your Facebook campaigns or turning campaigns off.

With Agile
Flexibility to take the Facebook budget and reallocate it on other platforms based on market conditions.

Agile in Action - Example 2

Scenario
Data suggests LSA campaigns are overperforming and exhausting your budget. You're obtaining an excellent cost per case.

Before Agile
Limited options when reallocating budget from one platform to another.

With Agile
Budget is being allocated to campaigns that are increasing your online presence, visibility, leads, etc.



3 | Rapid and iterative releases

We're going to be transforming how we conduct campaigns, specifically through the continuous testing and experimenting based on data-driven solutions. Thus, we'll be able to reallocate and exhaust the budget where your firm could get the most cases from *with a nimble approach*.

The Agile Approach Works in Your Favor

Adopting the Agile approach is a win-win. **The first thing you will notice is an increase in the speed of delivering value. As a consequence, you'll be having a good business problem:**

be prepared to handle more leads from multiple sources!



Want to find out more?

If you have any questions about this new approach and how it will change your results.

Let's get in touch, we'll happily walk you through it all!

