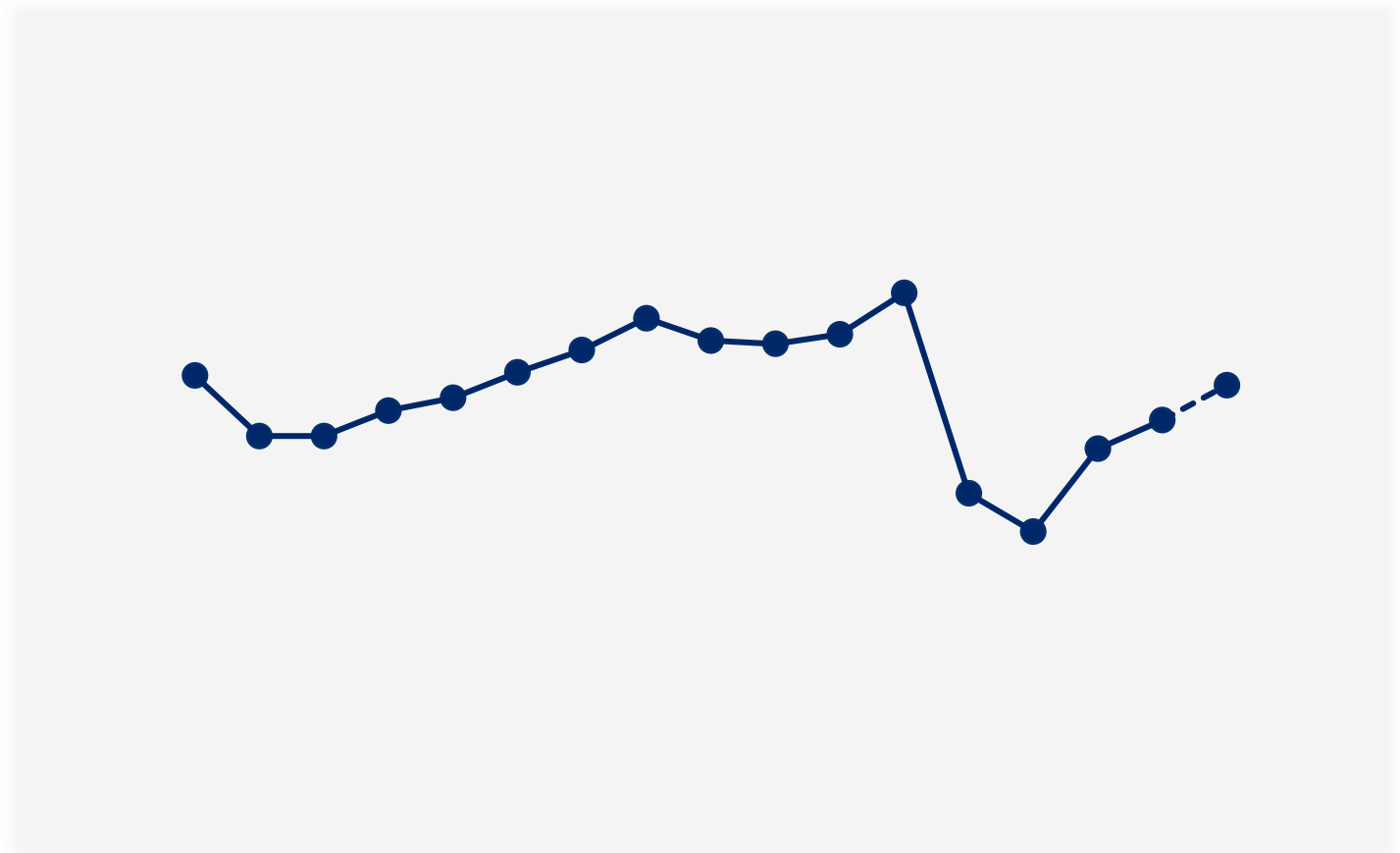


BTI Benchmarking Law Firm Marketing & Business Development 2025: *Budgets and Staffing*



2025 HIGHLIGHTS

The Divide: Biggest 30 Firms Bulk Up, All Others Fall Behind

Revenue is up. Attorney headcount is up. Marketing and business development spend as a percent of revenue is down.

MBD is forced to do more with proportionally less – and the implications are stark.

- Less MBD support for attorneys at midsize and smaller firms than pre-pandemic
- All firms in the Am Law 200 spend proportionally less than pre-pandemic
- Am Law 30 firms are the only group showing increases in attorney support levels
- Spending on client development soared as a percent of the MBD budget since the pandemic

The MBD Divide

The largest firms are scaling for growth. All others are falling behind.

This phenomenon is one component explaining outsized growth at the largest 30 law firms. And – sees these firms institutionalize business development.

What These Benchmarks Mean for You and Your Firm

More money alone won't win the game – how firms allocate these resources will determine their future.

Firms acting decisively – whether by scaling staffing, prioritizing client retention, or doubling down on thought leadership – will thrive.

Those who wait will watch the winners from the sidelines.

2025 HIGHLIGHTS

Up Next – Institutional Growth

Use these benchmarks to build up your staff. Supporting attorneys with more MBD resources draws out the willing and engaged. These are your future rainmakers – and cultural drivers. It is part of the fundamental firm infrastructure. And it will pay off for years to come.

It's the Strategy

Firms with fewer resources (especially when it comes to staff) have no choice but to outsmart everyone else. This means laser focus on lead generation and clients. Thought leadership can outflank any size firm – with a compelling message.

Self-Imposed Barriers: Remove Them Before Others Do

The race is on to embed business development into firm culture. The Am Law 30 has the lead – but nothing is stopping other firms from jumping in.

The only good thing about self-imposed barriers? They can be removed.

- It's a rare chance to bulk up before others act or even catch on
- Make outsized growth part of your firm's culture before your competitors wake up
- Boost your MBD investment as a percent of revenue now

Firms investing now will enjoy watching other firms drift further and further behind them. Act now.

6 Key Trends in MBD Budgets



% of revenue to MBD remains below pre-pandemic levels



Growth in dollars belies the drop in percentage



% of budget to client development soars from pre-pandemic levels



Only 1 in 5 law firms have dedicated digital marketers



MBD spending per attorney soared



Midsized and smaller law firms supporting fewer attorneys than pre-pandemic

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Budgets and Staffing**



METHODOLOGY AND APPROACH

Methodology and Approach

INDEPENDENT, UNBIASED RESEARCH

Survey Participant Demographics

OVERVIEW

Interviews	121 surveys and interviews
Time Frame	Conducted between November 13, 2024 and December 22, 2024
Incentives	Respondents receive a complimentary report of marketing benchmarks and metrics

LEGAL MARKETING EXECUTIVES

- First Chair for Marketing and Business Development
- Marketing Directors
- Directors of Business Development

BTI Benchmarking Law Firm Marketing & Business Development 2025: Budgets and Staffing is based solely on in-depth online surveys and telephone interviews with leading legal marketing executives.

This research is independent and unbiased—no law firm or organization other than BTI sponsors this study.

Each cycle, BTI reaches out to leading legal marketing executives at a wide range of law firms from the Am Law 30 to firms outside the Am Law 200.

Contributors are granted confidentiality at the individual and organizational levels.

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Market Research, Expertise, and Insights

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Questions? Comments?



Michael B. Rynowecer, President

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