

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.