Case Study – Am Law 20 Firm

eDynamic transformed an Am Law 20 firm's digital marketing by selecting and implementing best-in-class digital marketing technologies.

eDynamic conducted a **Digital Strategy Transformation** (DST) exercise where we collaboratively created a digital roadmap for the next 2 years informed by best practices. eDynamic, a global digital marketing and technology agency, was responsible for selecting and implementing digital technologies, including CMS, Analytics, CRM, Email and Community.

Challenges:

The major challenges that were affecting the overall efficiency of the business processes were:

- Lack of a digital strategy
- Legacy ineffective systems running on the website
- Lack of engagement with the audience through the website
- Poor and non-integrated reporting and analytics

Solutions:

At eDynamic, we collaboratively created a roadmap for digital strategy, selected and implemented new systems including CMS, Analytics, CRM, Email and Community after a thorough evaluation process.

- Web Content Management Platform – **Ektron:** It enabled the creation and management of content, while supporting the publishing of web pages, mobile web pages and PDF documents

- Marketing Automation Software Platform – **Silverpop:** It provided email campaign management capabilities, automated the complex, event-driven marketing tasks and helped capture and manage the marketing data related to prospects and clients

- Analytics Software Platform – **Adobe Omniture:** It captured and analyzed data generated while engaging with audience on website and emails. It provided insight to the client about their audiences' intent, sentiment and disposition

- Website Search Software Platform – **Microsoft search server:** It enabled the textual and parametric search of content within all the client websites

Benefits:

- A new multi-channel and multi-device strategy informed by best of breed practices was developed and deployed

- Best-of-breed systems provided engaging experiences to the audience

- Reduced solution service and maintenance costs

- Reduced development cost associated with future solution enhancements or the implementation of additional solution capabilities

- Improved new client acquisition capabilities by providing engaging and interactive experiences to the audience

- Improved marketing team productivity by providing efficient and easy to use solutions

- Reduced advertising and marketing cost by improving SEO and lead management capabilities