



Elevate, Engage,  
& Amplify Your  
Market Exposure  
and Client  
Development

*Thought Leadership  
Through Customized Media Solutions*

## Elevate Your Marketing Strategies. Engage Your Target Audience. Amplify *Thought Leadership*

Legal marketers are facing increased pressures to drive business development and visibility for their firms. Selecting channels to drive engagement in a highly competitive and often costly marketing environment is challenging.

Capturing the attention of corporate attorneys is tricky. In-house counsel are inundated with information and solicitations from competing law firms. More so, once a corporate attorney's attention is gained, marketers need to deliver content that resonates and strengthens their firm's reputation and relationships in order to justify the investment.

### How Wolters Kluwer can differentiate your firm, and cut through the noise

These customized *Thought Leadership* opportunities allow you to leverage the Wolters Kluwer brand, a powerful network of industry practitioners and experts, and an engaged audience of corporate legal professionals to reach and engage your target audience.



### Wolters Kluwer at a Glance

- For 100+ years Wolters Kluwer has provide in-depth coverage and expertise to the legal and regulatory industry
- 100s of leading publications and brands across the entire legal spectrum: tax, corporate, cybersecurity, labor and employment, intellectual property, and more.
- 1000s of industry experts, contributors and authors comprise the Wolters Kluwer network.

**Acquisition → Engagement → Retention.** Let us develop a content and marketing strategy that drives client development, increases retention, and differentiates you in a highly-competitive marketplace.



## Content marketing with purpose

### Thought Leadership through Customized Newsletters

Collaborate with Wolters Kluwer editors to create forward-looking and curated content that is highly relevant and persuasive to your target audience.

Customized newsletters are **created and branded exclusively for your firm and developed specifically to drive engagement that drives retention for your firm through elevated client communications.**

- Customized and branded for your firm
- Timely and relevant topic content
- Practice-area specific
- Collaborative with full firm control of the content
- Posted on Cheetah, social media, and more



## Acquisition → Engagement → Retention

**Let our editors and production professionals do the heavy lifting.** Developing a customized newsletter is a seamless experience. Benefit from this unique opportunity to use the depth of Wolters Kluwer publishing expertise to produce high-quality, relevant *Thought Leadership* content that engages your prospects and clients. It's the perfect vehicle for business development and client retention.

- Full firm control of the content and frequency.
- End-to-end Wolters Kluwer production expertise.
- Content selected address relevant topics important to the firm's present and potential clients.



### Focus on your target audience through a number of practice areas, including:

- General Counsel
- Securities and Governance
- Intellectual Property
- Privacy and Cybersecurity
- Legal Operations
- Labor and Employment
- Corporate Compliance
- Antitrust and Trade Regulation
- Banking & Consumer Finance Law
- Pension
- Human Resources
- And more!

## Thought Leadership through Customized Marketing Solutions

From brand awareness to lead generation to compelling high-value touchpoints, Wolters Kluwer leverages a broad audience of engaged corporate legal professionals to develop a marketing program that aligns with your firm's objectives and meets your ROI requirements.

Leverage these channels to drive brand awareness, demand and lead generation, and thought leadership:

- Social media
- Podcasts
- Webinars
- White paper programs
- Press releases
- Sponsored events or seminars



## Acquisition → Engagement → Retention

**Reach an engaged audience of corporate attorneys and legal professionals.** Wolters Kluwer has cultivated an active audience of corporate attorneys established through the circulation of the Cheetah platform, GCN Legisway, practice-specific journals and newsletters, the Corporate Counsel Profile Director, industry events, and established Wolters Kluwer Legal & Regulatory U.S. social media channels.

## We're ready to meet your unique needs. Call us today to develop a customized program

We're committed to meeting your unique business objectives and can develop a custom *Thought Leadership* program. International programs are also available, leveraging the content and readership of Kluwer Law International. Contact us today to learn more.

### Innovation in the Business of Law

Wolters Kluwer has developed a suite of expert solutions enabling attorneys to source new business, optimize strategies, and capitalize on trends and developments in their practice areas.

- **Corporate Counsel Profiler** | Connect with 35,000 corporate attorneys.
- **Clarion** | Deeper insight into the business operations, management, board, and subsidiary relationships of companies.
- **ktMINE brought to you by Wolters Kluwer** | The most comprehensive repository of IP data available.
- **Current Awareness Suite** | A complete daily report of the news that affects your practice, your clients, and your world.

# Available Packages

## SILVER PACKAGE

Includes newsletters created and co-branded exclusively for the customer/firm and customized reproduction of content for bulk distribution. The content options utilize content already produced as well as the utilization of Wolters Kluwer content tailored to specific practice areas and topics important to the present and targeted potential clients of the firm.

### Supplemental Marketing includes

- 1st issue only: a press release sent by Wolters Kluwer
- An email blast with content from the newsletter to your target audience
- An organic social media post
- Podcast or webinar featuring partners from your firm
- *Bonus distribution at the Wolters Kluwer booth at industry legal events*

## GOLD PACKAGE

Along with the development of custom newsletters created and co-branded exclusively for the customer/firm, your firm's content and partners can be exposed to the corporate market through a menu of opportunities that only Wolters Kluwer can provide.

### Our custom marketing campaign options include:

- 1st issue only: a press release sent by Wolters Kluwer
- An email blast with content from the newsletter to your target audience
- An email blast with a Q/A with your partner delivered to your target audience
- Two organic social media posts per issue
- Podcast featuring partners from your firm
- Webinar featuring partners from your firm
- Co-branded events – promoting the firm, expertise, and resources directly to those looking for your services
- White paper program with custom landing page promoted through email and social media
- Presence on Wolters Kluwer Legal & Regulatory website
- *Bonus distribution at the Wolters Kluwer booth at industry legal events*

## PLATINUM PACKAGES

Along with the development of custom newsletters and *Corporate Legal Department Marketing*, this subscription includes an annual subscription to *Corporate Counsel Profiler*.

**Bonus Distribution** at Wolters Kluwer schedule of events including INTA, ACC, ILTA, IPAA, and many more throughout the year.

## CUSTOMIZED MARKETING RESEARCH SURVEYS

Contact us for more information about a co-branded marketing research project.

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## CONTACT US TO GET STARTED TODAY.

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