

The Survey of Law Firm Blogging Practices

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THE QUESTIONNAIRE

Primary Research Group (www.PrimaryResearch.com) is conducting a survey of law firm blogging practices. Survey respondents receive a free pdf copy of the report; answers are aggregated or not identified by participants and are confidential, though the institutional name of participants is listed. The survey is open to law firms in the USA, UK, Ireland, Australia, and Canada. If you have any questions about participation call us at 212-736-2316 or view our website at www.PrimaryResearch.com. Hundreds of major law firms have participated in past studies. The report will give you detailed information on how your peers are handling challenging tasks in law firm management and marketing. Our reports are available on Bloomberg, MarketResearch.com, ResearchandMarkets, IngramDigital, OverDrive and through book distributors such as Amazon, Baker & Taylor, Hein and others. Participants may be partners or non-lawyers associated with the firm's marketing efforts.

1. Please give us the following contact information
2. Which source listed below accounts for the highest share of the firm's revenues?

Legal work for individuals, Legal work for Small Business (Under \$5 million in sales),
Legal Work for Medium Sized Business (\$5 Million to \$250 Million in sales)
Legal Work for Big Businesses (More than \$250 Million in Sales)
Legal Work for Government and/or Non-Profits
3. How many partners does your firm have?
4. What is the total number of employees (including attorneys and support staff) of your firm?
5. Approximately how many blogs does the firm maintain?
6. What is the average number of times per month that the firm posts to individual blogs? (If the firm has 2 blogs and posts to each 7x per month then the answer would be the average, or 7.)
7. How does the firm track the readership of the blog to ascertain the degree to which the blog's readership is accounted for by a target audience that might generate revenue for the firm?
8. What kinds of blog websites and/or software does the firm use for its blogs?
9. Has the firm ever offered formal courses, training or tutorials on how to blog effectively?

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10. If your firm has conducted any type of training at all in how to establish, maintain, write and promote a legal blog, through any means including through a webinar, distance learning course, conference, book, formal courses, seminars --or any other training means, please describe what you have done and how effective it has been.

11. Over the past year to date, what is the average number of contributors from your firm to the legal blogs maintained by your firm?

12. What percentage of the blog posts at your five most popular blogs maintained by your firm would you say are by contributors outside of your firm?

13. Which phrase best describes the firm's policies on monitoring the amount of time that the firm's lawyers and other personnel spend on writing for the firm's and other legal blogs?

We don't really keep track of time spent blogging for legal blogs

We have a general but not a specific idea of time spent blogging for legal blogs

We have a detailed and quantified view of time spent blogging for legal blogs

14. What is the relationship between successful blogging and compensation at the firm?

15. Describe the firm support offered to your firm's bloggers in the following areas: technical support, marketing support, editorial support?

16. To the best of your knowledge how many blogs did your firm maintain in each of the following years: 2012, 2013, 2014 (anticipated)

17. Has the firm ever used a service to approach legal and other blogs to arrange for the firm's attorneys to make guest posts?

18. If so how much does the firm spend annually on such services?

19. What is your overall level of satisfaction with services to arrange for the firm's attorneys to make guest posts on blogs?

Highly satisfied

Satisfied

Somewhat satisfied

Not very satisfied

Dissatisfied

20. Does the firm track the number of guest posts made by its bloggers on blogs other than those maintained by the firm itself?

21. Has the firm ever hired a consultant to help initiate, develop, market or assess its blogs?

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22. If so with which aspect of blogging did the firm seek help and how did the assistance work out?
23. Has the firm ever hired a consultant to help initiate, develop, market or assess its blogs?
24. If so with which aspect of blogging did the firm seek help and how did the assistance work out?
23. Does the firm encourage its lawyers to maintain their own blogs? Describe the firm's policies, if any, on personal legal oriented blogging by its attorneys.
24. Does the firm publish any blogs in any language other than English?
25. Does the firm translate any of its blogs into languages other than English?
26. What metrics are most important to the firm in terms of measuring the success of a blog maintained by the firm?
27. If the firm produces a report on or including information about the traffic on the firm's blogs what is included in this report and to whom is it sent. How often is the report produced and in particular what is your criteria for success.
28. Does the firm maintain any video blogs or include podcasts or webinars in its existing print oriented blogs?
29. Does the firm use any of the following sites as tools to promote the firm's blogs?
- Twitter
 - YouTube
 - Vimeo
 - Google+
 - Pinterest
 - Instagram
 - Facebook
 - LinkedIn
30. If there are any websites, blogs, conference, newsletters, services or other information or advisory resources that were particularly useful to you in establishing or marketing your firm's blogs what were they?
31. What advice can you offer your peers on legal blogging?