

## Case Study

### Adaptive Marketing Budget Evaluation & Reduction • Legal Services Firm

#### Background

A legal services firm based in the Southeast found it necessary to reduce its marketing budget by 20%. Because of aggressive competition in their practice field, principles at the firm were concerned that they would lose significant market share due to the reduction.

They asked Altyris to provide a budget reduction plan and help them reduce the budget with minimum impact on their marketing effectiveness.

#### Analysis and Teamwork

Our advisors evaluated the firm's marketing programs to assess the yield from each activity. Additionally, the media team evaluated the advertising plan and billing records to determine effectiveness and cost of current activities. We developed a report of our findings, and crafted a plan for budget reallocation based on their desired budget reductions.

Largest savings were found in the media plan, where spending levels were not resulting in the appropriate returns. Our media team renegotiated the firm's media contracts, reducing their spend by more than 25%. Savings were also generated in television production (38%), Internet (9%), creative services (12%) and other marketing activities (6%).

#### Results

The firm's budget was reduced by 28%, with those funds reallocated to different activities. The firm experienced no negative impact on marketing effectiveness and actually achieved a 3% higher advertising reach with increased client acquisitions.