



Leading global legal firm, Winstead, becomes **50% more efficient** automating marketing campaigns with Vuture.

Can you tell us something about the challenge you faced before you started to work with Vuture?

Prior to adopting Vuture we used a different product for a number of years, which was becoming very inefficient as it was manual and required that we knew HTML and InDesign to build the simplest of campaigns. At that stage, we didn't even have analytics that could help us track and demonstrate whether we were doing a good job. So, you can imagine how this really slowed down our entire team, particularly at a time when our workload was increasing with the vast number of events our small team had to manage. In the end, we were all very frustrated until, eventually, enough was enough.

Can you quantify the scale of the challenges?

It would take us twice as long to build a campaign with our previous platform because it didn't have the functionality and, comparatively, it was difficult to use. Also, not everyone could use it so we had to rely on a couple of expert users to do everything meaning if someone was on vacation or sick, we had a real problem. It created a major bottleneck in the firm.

**Why was it important to address this challenge?
What was the impact to the business of these challenges persisting?**

The struggle with efficiency was a huge problem as, specifically with law firms, you have a hundred bosses and they all want something from marketing at the same time. So, to have to live in a world that is inefficient for us is not an option. We were using up valuable time that we wanted to use elsewhere and as a result the team had to work even harder just to do simple tasks. This meant we simply couldn't work as freely on the really important things that mattered to the firm.

How did Vuture help you to resolve these challenges?

During the evaluation process we asked the Vuture team to come in and run through every scenario we could think of. The Support team gave us a deep understanding of the product and showed us which modules would help to solve all the problems we were facing.

With Vuture's set of marketing automation products to manage our email communications and events we were able to improve our efficiency. Then there is the whole analytics piece that comes with Vuture. The dashboard and all the reports that are offered are incredible and help us to work out what is happening now in order to optimise our campaigns and maximise the results.

Vuture is so easy to use. It doesn't just sit with marketing, it is used widely throughout the firm and, as it integrates with a number of other products that are important to us, we are able to accelerate what we can achieve. It makes the experience in marketing seamless.

" I remember talking about the problems we were having with our marketing platform to a couple of fellow attendees at the InterAction Accelerate conference and before I'd even heard the name they both said you should be using Vuture – it's so much better. We had to find out more..."

What was it like working with the Vuture team?



Our email inbox is filled on a weekly basis with four or five emails from people inviting us to carve out an hour of our day to meet and walk through their new technology.

We simply don't have time for sales pitches. What is nice about Vuture is that they offered us expertise not a pitch. In the team we felt we were dealing with people that really knew our business and how a law firm operates, which is very important to us. The implementation was very smooth and the training was excellent. Vuture's Support team really helped us get to grips with the technology and made it easy to integrate the platform into the way we work.

What were the success measures?

We view Vuture in two stages:

The first stage is an efficiency play. It makes us work a lot smarter; we are more efficient, the team is able to work on higher-value activities and we encounter fewer problems. These are all very important to us.

The second stage is a business-development phase where we use the technology to drive business performance. We use the platform to identify our engagement measurement and drive activities on the back of that to build stronger relationships with clients and effectively reach prospects.

As we start to identify prospects and build business development initiatives around them, we will realise the full potential of what Vuture can do for the firm.

How did the results impact the business, the lawyers/partners, the marketing team?

Vuture has made us all more efficient and saved us a lot of time.

This means we can support the attorneys more effectively; things don't go wrong and we enjoy the work more because it isn't as difficult to achieve our objectives.



Sound bite
opinion piece:

In your opinion, what are the biggest challenges faced by a CMO in a major law firm?

Every year there are new opportunities to do more within a law firm and the marketplace. But, whilst business must continue, as usual, you don't stop with the other things you are working on already. In other words, everything is additive. You have a constant resource challenge unless your organisation is growing

dramatically, and constantly have more to do, whilst maintaining high standards. The other aspect is focus. In order to be effective you need to focus your resources and that can be very challenging within a large law firm because it requires you to cover the whole pitch. So, in short, resource is a big challenge.

Want to learn more on how the Vuture platform could help you and your firm?
visit vutu.re or email explore@vutu.re

About Winstead

Winstead is an AMLaw top 200 US law firm with 325 attorneys and more than 750 staff throughout Texas and North Carolina.

About Vuture

Vuture was established to transform the communication and event model for professional services. The platform's seamless integration with world-leading CRM providers enables users to create unique, consistent and personalised communications, securely, to power value-driven client experiences.