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Overview

Schwabe, Williamson and Wyatt, is a leading law firm in the Pacific Northwest. They recently changed their business strategy and approach. To reflect this internal shift, they put together a strategic publication to support innovation in the six key industries it works with.

The challenge

This publication was important to supporting this change. It was therefore critical that this publication create impact and awareness of the state of innovation in the Pacific Northwest.

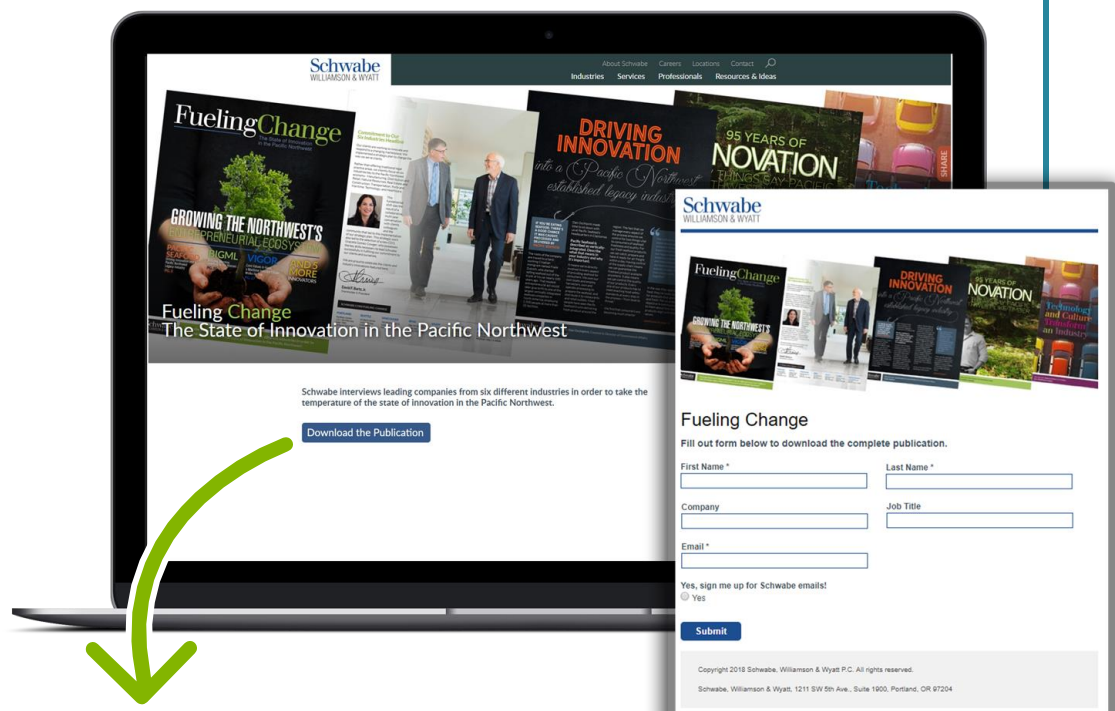
It was important to Schwabe that it tracks the individuals who downloaded the publication so that it could demonstrate tangible and quantitative results.

Schwabe's marketing team knew that it should gate the publication using a form. The main challenge was that its website doesn't integrate with its CRM, InterAction. The time and money that would be involved in developing the site to push contacts into its CRM would be significant and so wasn't an option for Schwabe to pursue.

Tackling the challenge

Vuture's functionality allowed Schwabe to achieve the same results without investing significantly in the website.

The first thing the marketing team did was to create a landing page about the publication on the main website.



The call to action “Download the Publication” takes the contact to a Vuture landing page with a form that they need to complete.

Once the contact completes the form, they can download the publication.

Schwabe has linked this form to a dedicated list in InterAction. Vuture’s direct integration with InterAction means that anyone who completes this form is added to this list. Moreover, it ensured that the form has a clear opt-in so that new contacts who complete the form can be added to ongoing marketing communications from the team. This solution also allowed Schwabe to identify new contacts who were not already in its CRM and begin to develop a relationship with them.

The outcome

Using Vuture for this gated publication has saved Schwabe thousands of dollars and countless hours by not having to build and develop an integration between InterAction and its existing website functionality.

The firm is now using gated content like this for four other publications across the business. Since the implementation of the solution, Schwabe has seen a considerable increase in the number and quality of new contacts who engaged with its content versus existing ones.

- **33 percent** of the contacts were of a senior level with VP, Director, C-Suite, President, or Managing Partner in their titles.
- **56 percent** of all contacts opted to receive future communications from Schwabe.

A key takeaway for the marketing team, following this exercise, is that Vuture's functionality can be used for much more than the team was originally aware of. They have changed their approach to how they see Vuture and are considering different ways they can use Vuture's technology to achieve the desired outcomes. Schwabe loves the fact that it can just pick up the phone and talk to their Account Manager to talk through how they can achieve results in real-time.

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

About Schwabe

Schwabe, Williamson and Wyatt is among the largest law firms in the Pacific Northwest. It offers full-spectrum legal services for all sizes of clients, focusing on six key industries: Healthcare; Manufacturing, Distribution and Retail; Natural Resources; Real Estate and Construction; Technology; and Transportation, Ports and Maritime.

About Vuture

Vuture's automation technology puts its professional-services users in control to build trusted relationships, drive brand loyalty and, efficiently, deliver engaging, multichannel campaigns that place their clients at the heart of the business.

Vuture is part of the CM Group family of brands.

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