



Lawyer Time Capture Secrets (Revealed!) How The Pro's Bill More and Worry Less

A WebAttract Webinar User Case Study

Chrometa

www.chrometa.com

Live Webinar Was Delivered on June 18, 2009

The Company

Chrometa LLC, headquartered in Sacramento, CA, is in the business of saving time and maximizing efficiency for lawyers, free agents and enterprise workgroups. Chrometa LLC's time tracking tools are utilized by high-paid professionals to enhance revenue and gross billings, and by enterprises to optimize and measure workforce productivity.

For the professional market, Chrometa has a singular focus on helping solo and small firms automatically track all of the work on their PC's and with no data entry. The company has created an easy to use "set-it-and-leave-it" low cost tool that is perfect for non-technical users who don't want the hassles of waiting until the end of the day, or end of the week to reconstruct their hours. Under billing clients can cost attorneys up to a 25% loss of income. By having their work tracked in the background they can concentrate their energies on practicing law and providing clients with documented and accurate billing statements.

The Challenge

As a boot strapped company the #1 challenge is to create sales traction and have their voice heard over a handful of start ups and well financed competitors in order to drive revenue and virally spread the word of their brand's unique value proposition.

The Solution

After looking at various sales and marketing options Chrometa decided that to meet the above challenges as well as attain some other benefits, they wanted a cost effective means for achieving these results through a well thought out and polished webinar targeted and promoted to the right audience of solo and small group practices.

Rather than being a blatant product or sales pitch, they decided that the webinar needed to be informational and would educate the attendees on the value proposition around their time capture tool. Using respected thought leaders, one from the techno-legal community who is a practicing attorney and blogger on using technology to improve billing, and the other is a nationally known time billing legal management expert, who would discuss some best practices for capturing more billable time.

WebAttract was chosen to be Chrometa's collaboration partner to develop an "end2end" campaign that included everything from identifying and recruiting a specific audience demographic of solo and small group attorneys, to consulting on presenters, content development, providing behind the scenes coaching at dress rehearsals, to moderating and delivering an engaging webinar.

The WebAttract approach is based on an 8-week time line of weekly client meetings with specific deliverables. By updating and distributing a weekly work plan to all organizers and panelists, it lets everyone know what they need to work on and deliver for each meeting.

Here's a summary of what happened over the 8 weeks:

1. Audience Recruitment - Using proprietary techniques, based on a combination of traditional lists and social media, key solo and small group law firm contacts were developed, filtered and matched for the desired invited segment.
2. Invitation Messaging – Once the audience demographics were developed, and the thought leaders and case study presenters were secured, messaging was developed to articulate the value proposition for attending this webinar by learning how Chrometa can add value to their time capture needs. The take-away and “Call to Action” for attendees would be an opportunity to download and undertake a no-risk 30 day free trial of the software, with the goal of converting the trials into sales.
3. Registration Landing Page, Touch Point e-mail blasts and Tracking – To maximize attendance, an e-mail blast campaign of four touch points was implemented and each touch point specifically timed to increase registration. A non-invasive webinar registration-landing page was created for capturing additional demographics to better understand what the audience wanted to learn from the webinar including how they are currently capturing their time today. Audience needs along with other information was tracked after each of the four e-mail blasts and then presented weekly in the form of custom analytics developed for Chrometa to use in adjusting the webinar messaging and post webinar sales follow up.
4. Content development – Once the invitation process was underway, attention shifted to creating a storyboard of the overall presentation. Rather than a product or sales pitch, the webinar emphasis was placed on best practices and lessons learned from the thought leaders mentioned above. Between each thought leader, the Chrometa CEO provided a short overview of what the tool is, what it does and how it works. Considerable time was spent with each of the presenters to ensure that the content flowed naturally and that the tone of the messaging and presentations were as conversational as possible. The more authentic the webinar, the more likely Chrometa would connect with their audience and that they would download and trial the tool.
5. Dry runs – After the content was developed, all panelists were invited to a table read, led by a professional moderator, where the content was tested for relevancy in supporting the clients business objectives as well as reinforcing the key messaging as outlined in the invitation. Dry runs are a critical factor

leading towards a webinar that is engaging and creates a high audience retention rate, not one that is low energy and boring. While professional moderation helps to keep the webinar on track and flowing, a second Dry Run is always scheduled so the panelists are comfortable and confident with the content, flow, transitions and are energized to give a well delivered presentation.

6. Sound Check – An hour before the webinar, all organizers and panelists are placed in a private sub conference where a final sound check is performed, updates on registrations and any last minute changes are reviewed. A sound check is always performed; as not adhering to certain webinar audio best practices will almost always create sound problems that bring an otherwise strong webinar to becoming distracting and unlistenable.
7. Going Live! The audience is always the centerpiece of a webinar, and out of respect for their time and interest, the webinar starts on the hour and ends on or within the hour. During the webinar, a welcome and overview of the event is followed by a few on-line polls that give the audience a chance to participate by answering some basic questions that makes them feel involved in the event.

The first poll was conducted early in the webinar as an icebreaker and to get a better understanding of the audience. The poll asked “How much time do you and your staff spend daily constructing your billable time”? The answers were quite revealing, and indicated that the Chrometa time capture tool would be of value to them. After hearing from the first thought leader on some trends around manual vs. automated billing, the value proposition for time capture tools was made. Note that this was not a product endorsement, but rather an industry expert sharing his insights on the challenges and solutions available for attorneys to think about how they can bill more and worry less.

After the brief Chrometa overview, the next thought leader conducted a poll asking for them to vote on which of 4 causes were thought to be the source of lost billable time. The results varied, but as with the first poll, there was a high degree of attendees voting, indicating strong participation and interest in the webinar. At the conclusion of the best practices section, all presenters were invited to participate in a Q/A session, called “Ask the Experts” panel, and then the webinar is adjourned.

A final poll and probably the most significant was conducted asking the audience three important questions. The responses to the questions are shared in the results section.

1. Would they like to download and trial a version of the current release?
2. Would they like to be notified when the next release is due?

3. Keep me on the mailing list for future updates.

8. Post webinar debriefing and final analytics – Immediately following the webinar, WebAttract conducts a 15-minute debrief with all organizers and panelists. A final set of analytics covering all stats and metrics around registration, who attended, how long they attended, how they voted in several on-line polls as well as documentation on any questions asked is compiled and shared in a final report to the client for analyzing the effectiveness of the webinar as well as preparation for the client in their follow up with both registrants and attendees.

Additionally, a recorded copy of the webinar is “airbrushed” for any audio imperfections, and posted on a portal for on-demand viewings, as well as delivering a copy to Chrometa for their own marketing and promotional needs. Furthermore, the on-demand viewings provides additional shelf life for perpetuating the webinar as well as contributing to post webinar metrics for tracking interest in viewing the on-demand recordings.

The Results

1. Who registered? Close to 200 people registered who met the initial demographics, with practicing attorneys from solo and small law firms attending.
2. Close to 60% of those registered attended and participated in several on-line polling questions mentioned above, with many not only showing a degree of interest in the webinar and topic, but many indicated they wanted to download and trial the tool and others were keen to get their hands on the upcoming release. It should be noted that many of the trial users saw the immediate value and purchased Chrometa before the 30 day trial period ended.
3. The webinar was instructive, and having the thought leadership and case study results really added credibility as the audience was exposed to some best practices on time capture for attorneys as well as some inside secrets and lessons learned from a very well known thought leader in the world of time management.

Future Plans

“Our webinar was simply outstanding for generating new leads, closing sales, and establishing our thought leadership within our target market. WebAttract delivered a fantastic experience and product – we had nearly 200 attendees, a sky-high 60% attendance rate, and great feedback from the audience afterwards. These webinars are now a key cornerstone of our sales and marketing efforts – which says a lot,

since we are a bootstrapped startup that cannot afford to invest in activities that do not have an immediate ROI.”

Brett Owens, CEO & Co-Founder, Chrometa, LLC

As Chrometa will be spending their first month or so harvesting all of the leads and working to move them up the sales funnel, they are in talks with WebAttract to plan another webinar for the fall of 2009 to provide a 30 minute live and instructional “Day In The Life” tutorial and demonstration of their new release around real life use cases that will help attorneys do a better job of serving their clients, while being able to reclaim any lost billable time.

