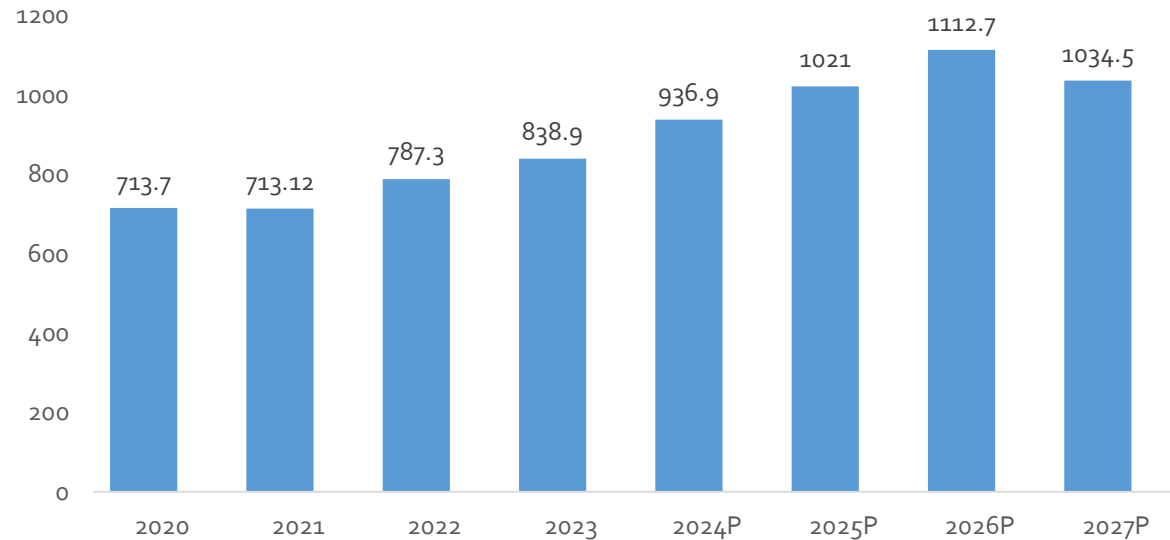


Brand Building

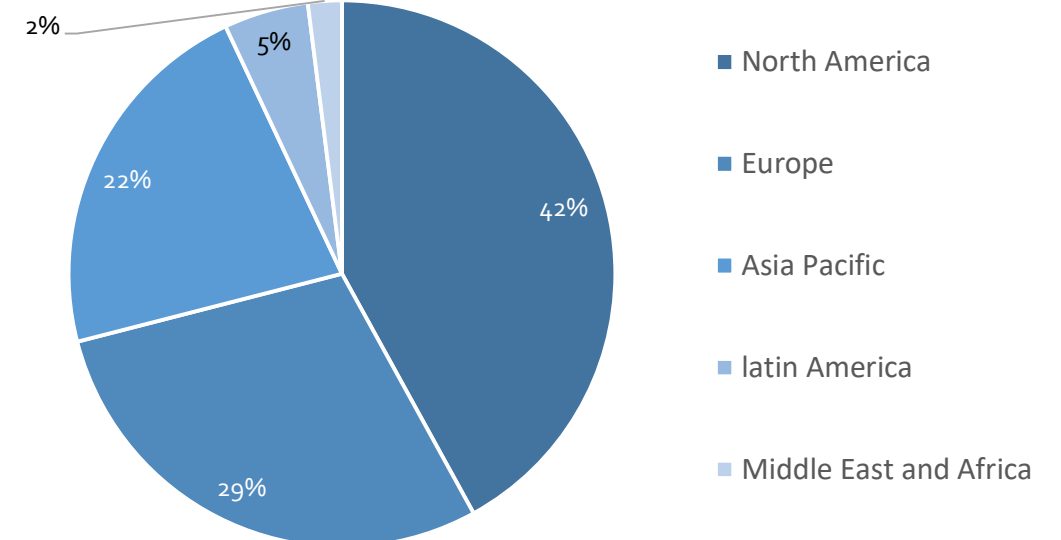
Legal Services Industry

Legal services are a broad category of expert assistance that legal experts offer to individuals, firms and organizations with regulatory compliance being primary concern for 89% of firms

Size of Legal Services market worldwide(in U.S billions)



Legal Service Market share by region ,2023



Key Highlights

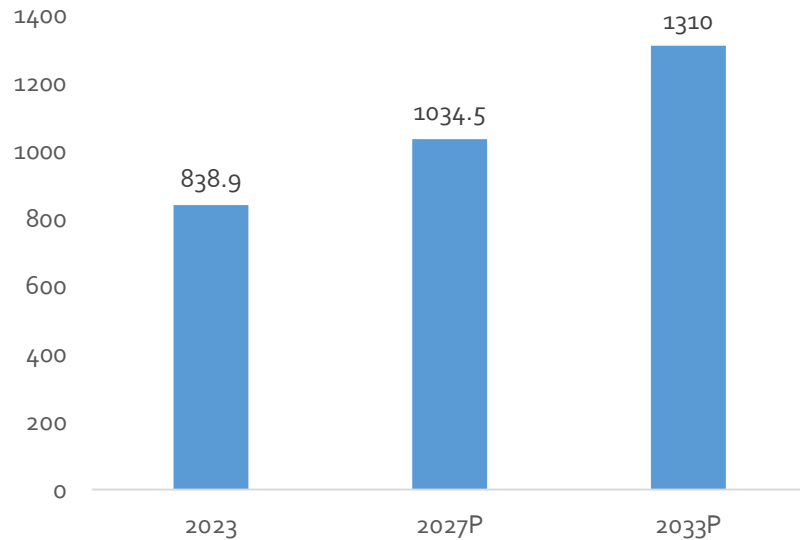
- ▶ The B2C legal services market was divided into size-based segments, the SME law firms segment accounted for 85.1% of the total in 2022, making it the largest segment
- ▶ The B2B legal services market was divided into size-based segments, the market for major law firms accounted for the highest share (79.9%) in 2022
- ▶ With a CAGR of 15.8% from 2022 to 2027, the hybrid legal services market is predicted to grow at the quickest rate among the legal services market's type-specific segments.
- ▶ Over 25% of law firms reported a data breach, up 2% from the year before, according to a survey done by the American Bar Association last year
- ▶ Online and offline legal services are the two segments of the market; the offline market accounted for 95.5% of the total, making it the largest category in 2022

Key Global Players in the Industry

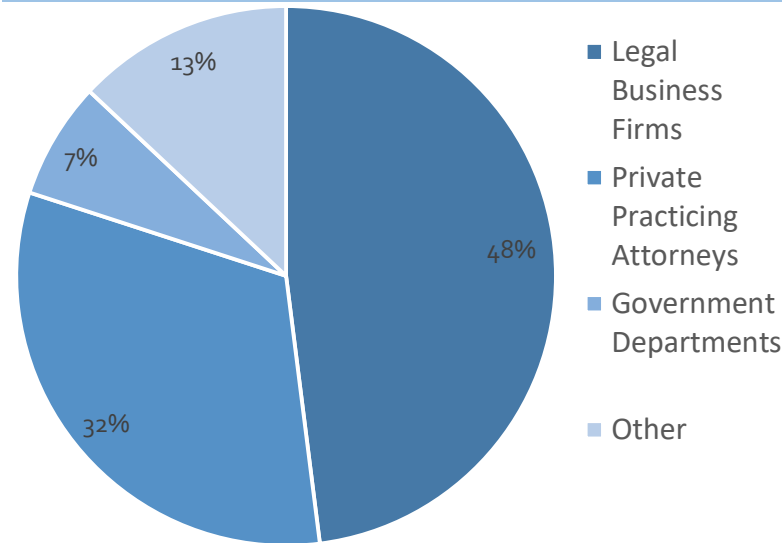
KIRKLAND & ELLIS LLP **LATHAM & WATKINS LLP**
Baker McKenzie. **CLIFFORD CHANCE** **Skadden**
Skadden, Arps, Slate, Meagher & Flom LLP & Affiliates

The Global Legal services market was valued at \$ 838.9 billion in 2022, and it is projected to grow at a CAGR of 4.5% between 2023 and 2033 & reach more than \$1310 billion by 2033

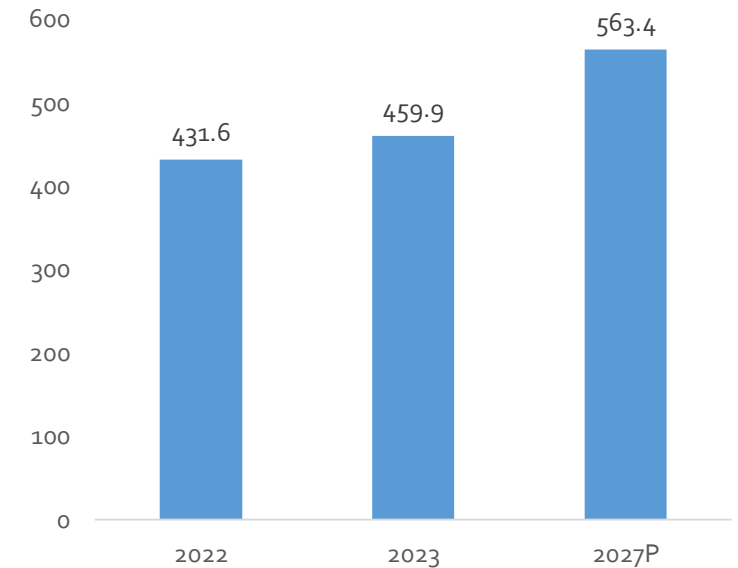
Market Forecast(in billions)



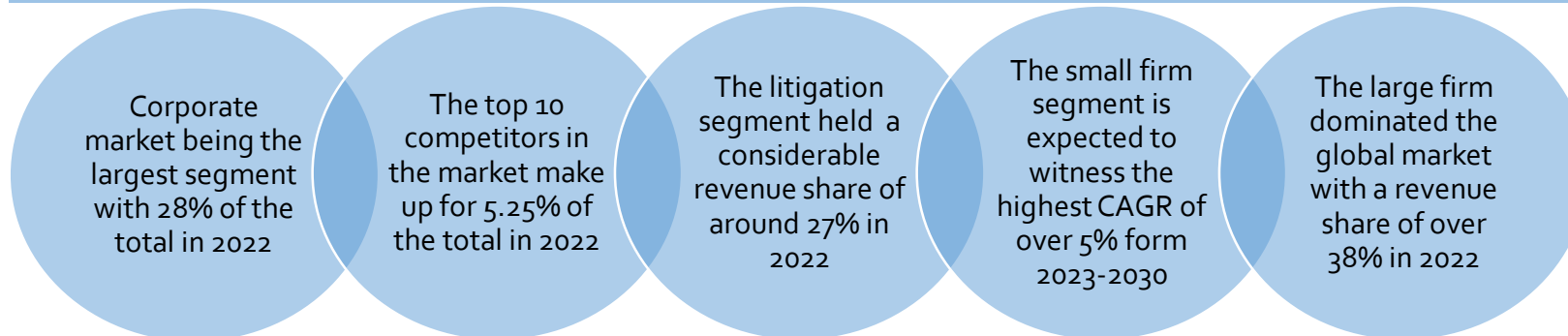
Global market share by provider types,2022



B2B Legal Services Global Market(in billions)2023



Market Dynamics (in billions)



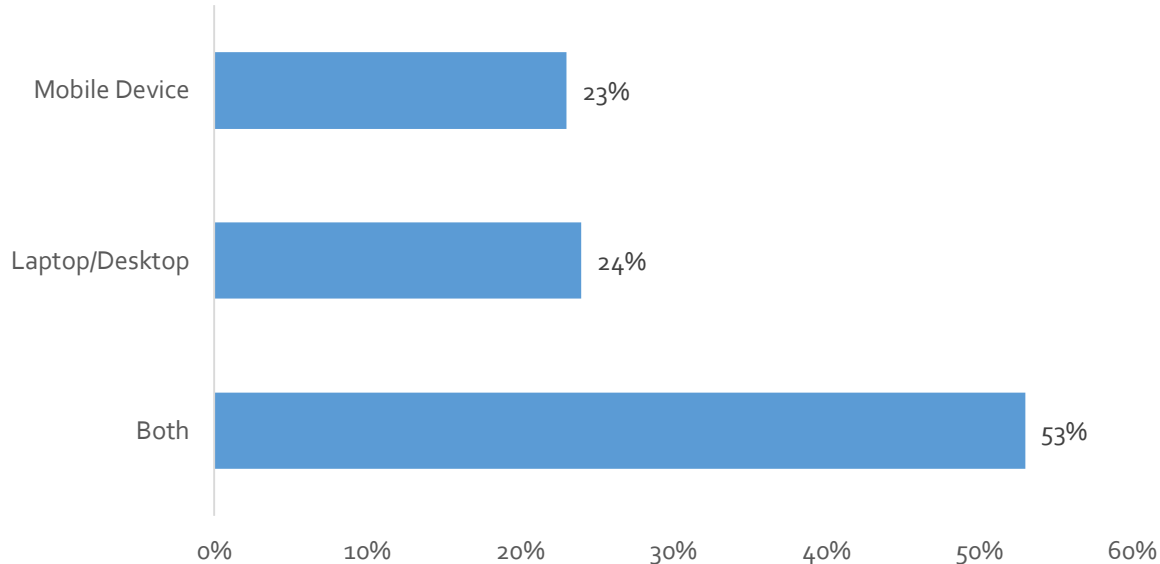
Largest Region:
North America

Growth rate through 2022-2027:
5.2%

Major Driver:
An increase in the number of mergers and acquisitions will drive the market

It is predicted that 94% of those seeking legal assistance in 2024 would use a search engine, with 77% of law firms' websites being mobile-friendly according to a research from last year

Devices primarily used for searching what law firm to hire



Benefits of Search Engine Optimization for Law Firms

► Outranking Local Competitors

By optimizing the site with the desired keywords, SEO helps to outrank the rivals

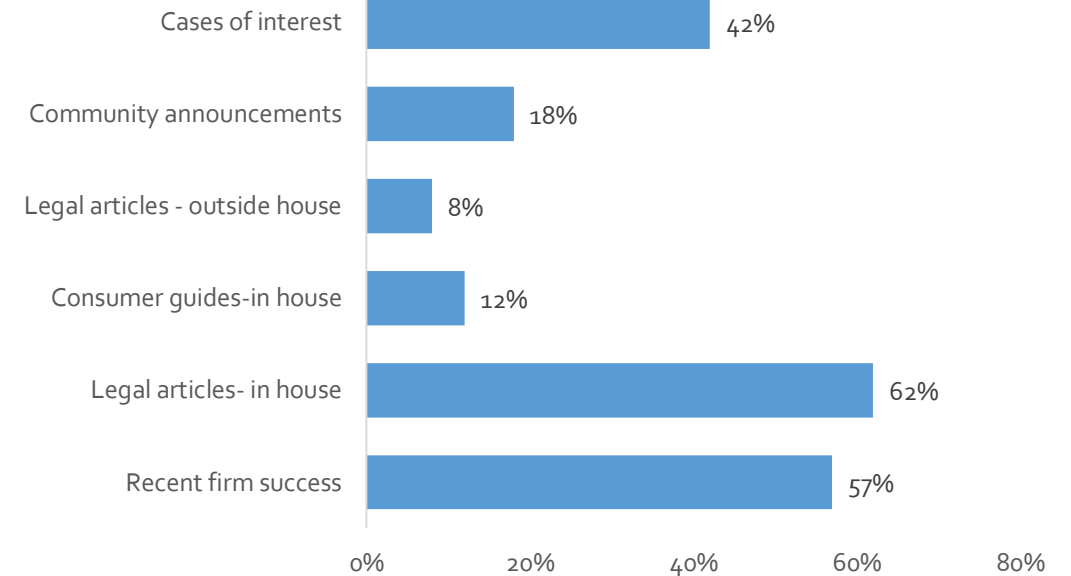
► Driving more phone calls through GMB and local search

In addition to having a page on the search engine results page, an optimized Google My Business profile can increase click-through rates & creates opportunities

► High Quality Content

Make the most of the blog's content by using keyword targeting to increase traffic, converting visitors into leads, and offering the visitors useful information

Kind of Content on Law firm websites



Law firms need specialized content marketing

► Improves Search Engine Optimization

Content is crucial to SEO since it gives search engines context about your legal firm's services, location, clientele, and much more

► Web Content attracts Backlinks

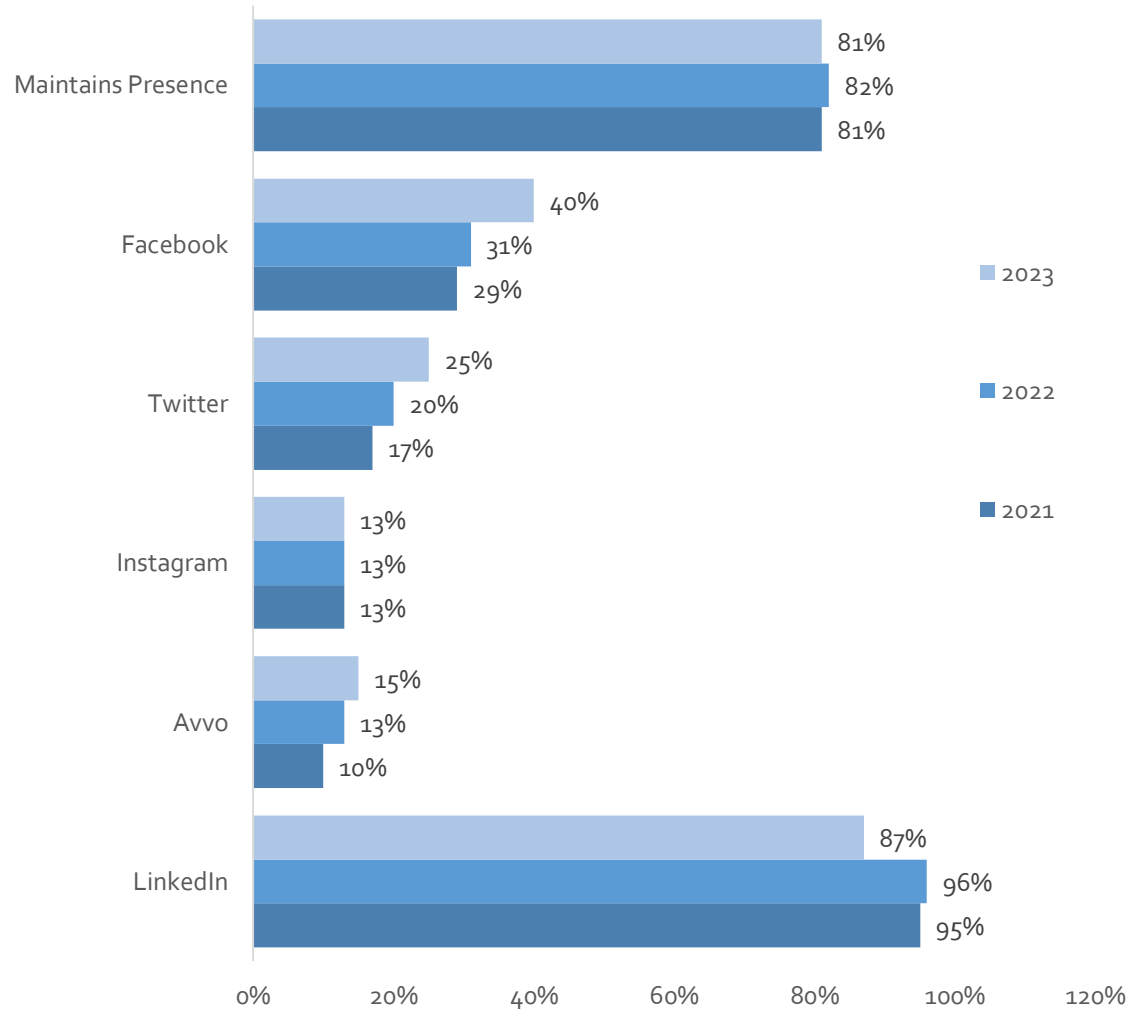
Backlinks can increase referral traffic to the site from other websites that connect to it; they also provide a clear message to Google about the legal firm's reputation

► Optimized content turns traffic into leads

For your content marketing to be effective and produce leads for your legal practice, conversion rate optimization (CRO) is crucial

71% of attorneys are currently getting business from social media; 40% of prospective clients anticipate that businesses will interact through their favourite social media platforms

Social Media Presence of Legal services Market, 2022



Benefits of Social Media

Brand Building and Networking

Social media can facilitate communication and relationship-building between attorneys & other professionals which makes it possible to connect with individuals across industries; frames information that emphasises on strengths of firm

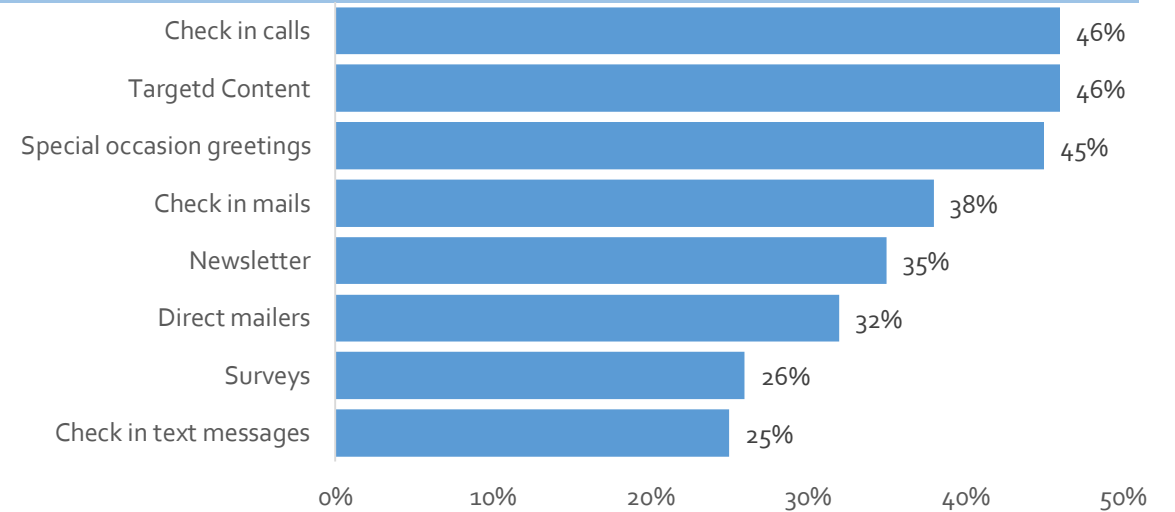
Credibility Building

By sharing knowledge and experience on social media, lawyers can enhance their visibility, reputation and position themselves as reliable authorities in their industry

Client communication and engagement

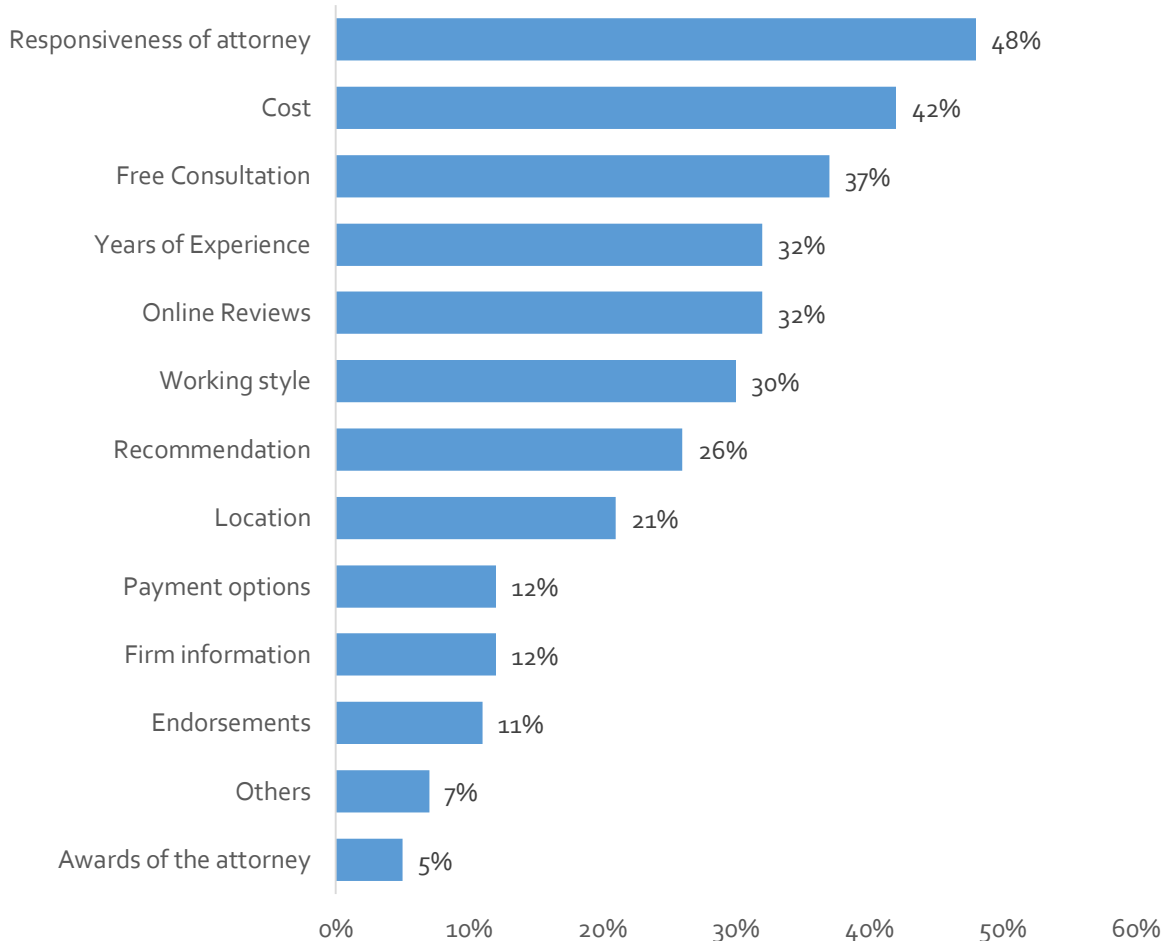
Using social media platforms, attorneys can now instantly publish legal information, answer inquiries, and resolve concerns with clients, which can improve client satisfaction and foster stronger client relationships

Remarketing Tactics used by law firms

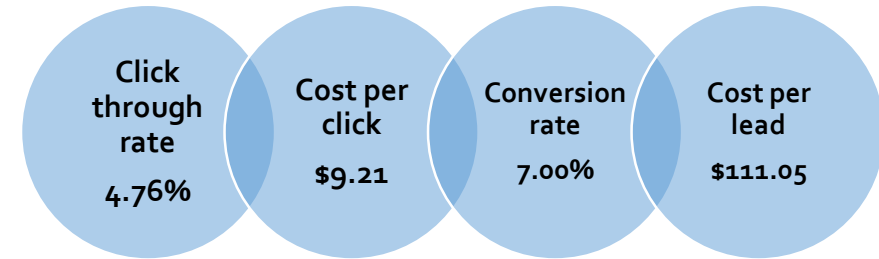


In 2023, 87% of law firms are using Google Ads as a part of their digital marketing plan and 63% of U.S law firms decided to increase their marketing budget to invest in promotions

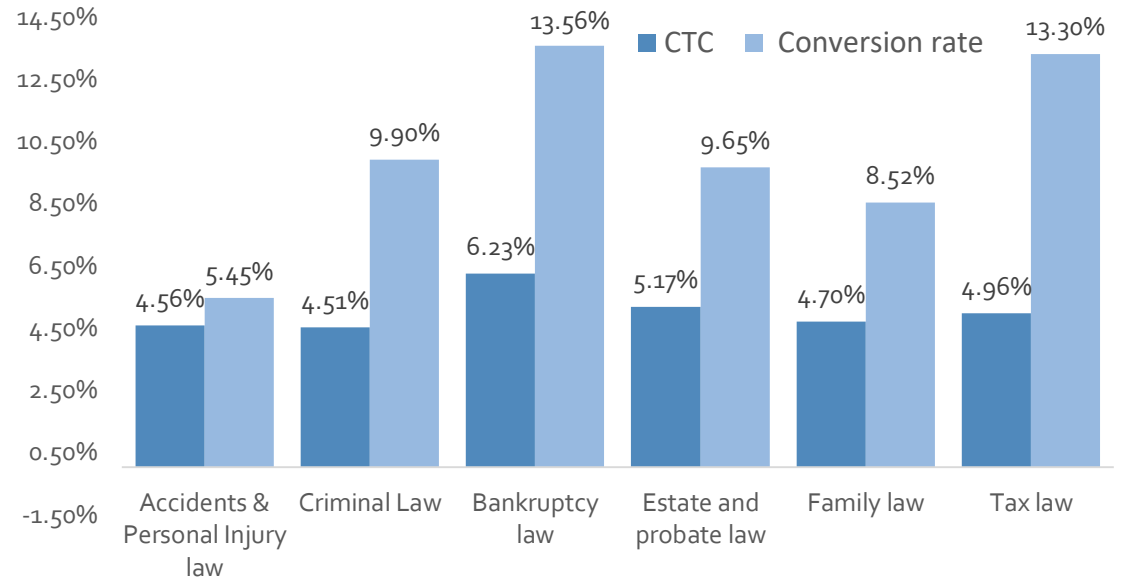
Most Important factors while hiring an attorney in United States,2021



Search advertising benchmarks for attorneys and legal services



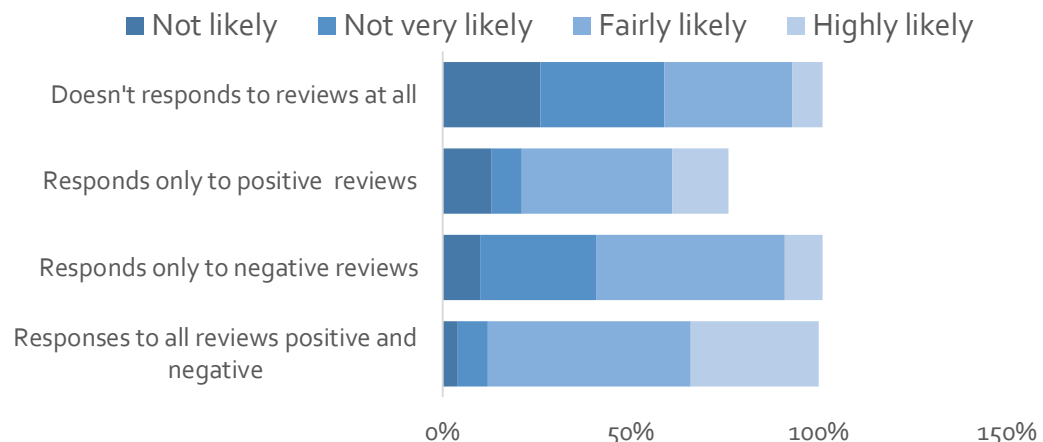
Average CTC & Conversion rates for attorneys and legal services ads



Trends(1/2)

E-E-A-T for Attorneys grows in importance

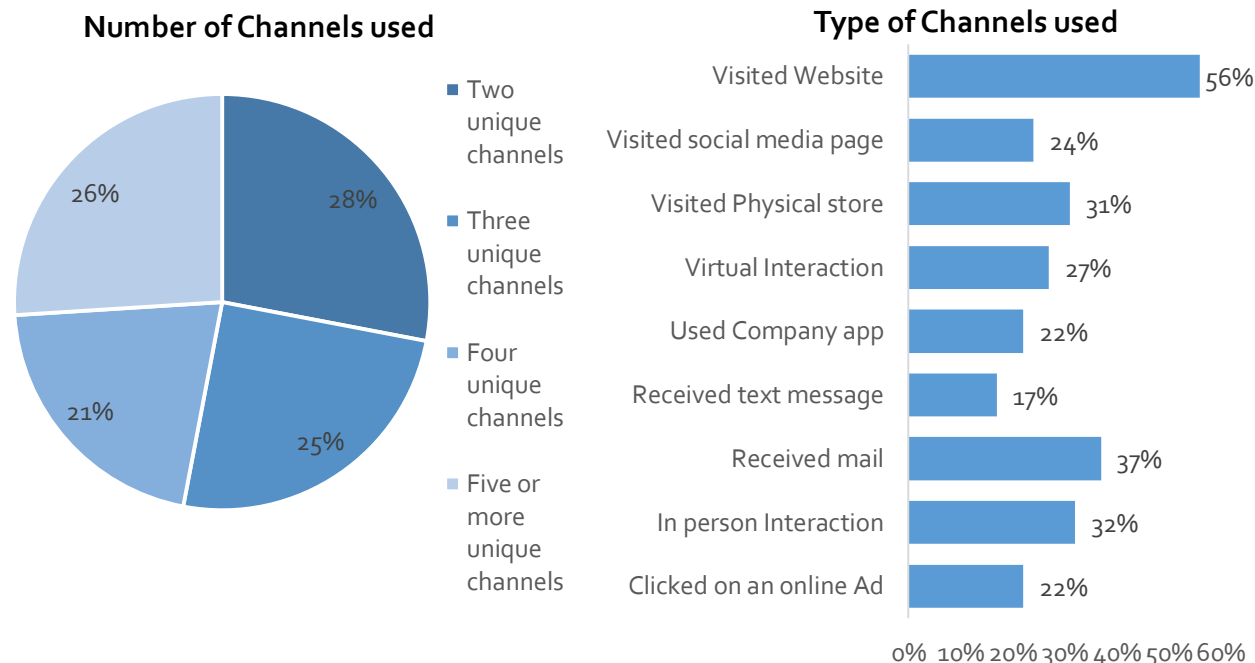
The more obvious the E-E-A-T appears on a website or brand, the more likely it is to rank well in search results.; lawyers must use Experience and Expertise acquired through years to potentially rank higher on SERP;s and establish online brand , reputation and leverage customer reviews



Increased use of AI that automates process

- ▶ The majority of law firms utilize AI for document review and summarization (15%), which lessens for significant amount of time that legal firms may spend on case planning and deposition preparation
- ▶ AI gives legal companies of all sizes, but particularly those with tight resources & a small workforce, a competitive advantage in data analysis, client needs prediction, repetitive task automation & content repurposing
- ▶ . Chatbots using AI and virtual assistants improve customer connections by responding quickly and having human-like discussions
- ▶ Throughout the campaign or bidding portfolio, smart bidding leverages machine learning to improve bids in order to boost conversions and value

Omnichannel Marketing

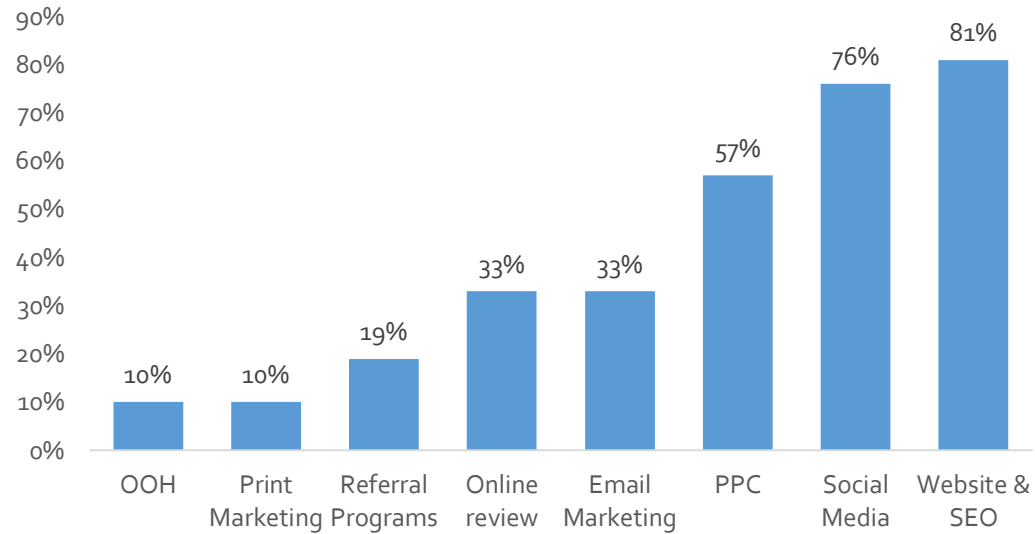


AI analytics and data driven decision making

- ▶ Even the most perceptive human eye may miss patterns and insights in data that artificial intelligence can identify and by incorporating these findings, campaigns become memorable success stories and ambiguity is transformed into precision
- ▶ AI serve as the ultimate campaign pulse-checker, giving you the information you need to adjust and maximize your efforts in order to get the greatest outcomes
- ▶ Law companies can use predictive analytics to foresee shifts in client concerns and legal demand before they arise. By taking a proactive stance, businesses are positioned to lead in meeting the needs of emerging markets
- ▶ By using a data-driven strategy, legal companies can develop highly individualized and targeted marketing campaigns that greatly increase client engagement

Trends(2/2)

Tactics deployed to reach more leads



Biggest Benefits of Intake Software

65%

of firms say it helps them to close more clients

75%

of firms say it helps them waste less time

98%

of firms say it allows them to make better marketing decisions

77%

of firms say it improves communication with their existing clients

Hyper Personalization

Personalized Email Campaign:

AI algorithms can be used by law firms to evaluate client data and develop personalized email marketing that cater to the unique requirements and interests of each recipient

Personalized Website Experiences:

It might entail dynamically altering the content of the website according to the user's preferences, browsing history, and past interactions with the business

Customized Recommendations

Law firms can offer individualized legal advice and recommendations through chatbots and virtual assistants driven by AI which can elicit information about a client's legal status

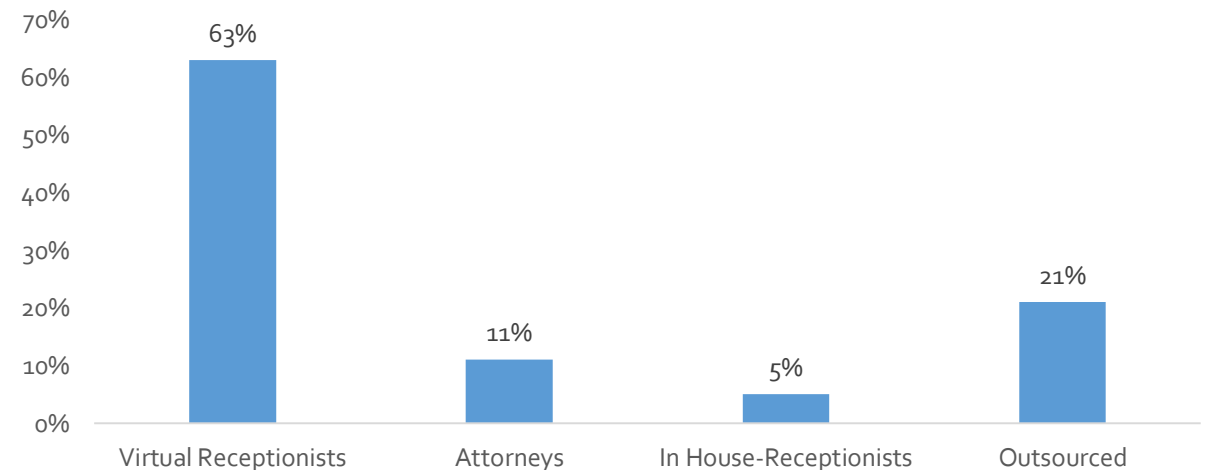
Personalized Document Generation

AI technology can automate the process of creating legal papers, enabling law firms to produce documents that are specifically tailored to the needs of each client

Customized Client Communications

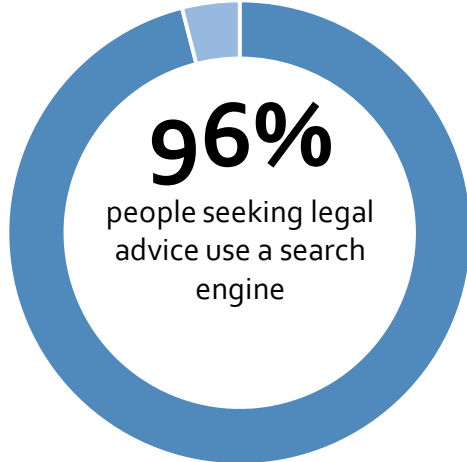
AI algorithms can be used by law firms to assess the communication preferences of their clients and modify their communication strategies accordingly

Live Chat usage in Law firm websites



SEO is crucial because 85% of prospective clients prefer to utilize Google as their main research source when choosing a lawyer & 96% people seek legal advice using search engine

Why should invest in SEO



Market Statistics

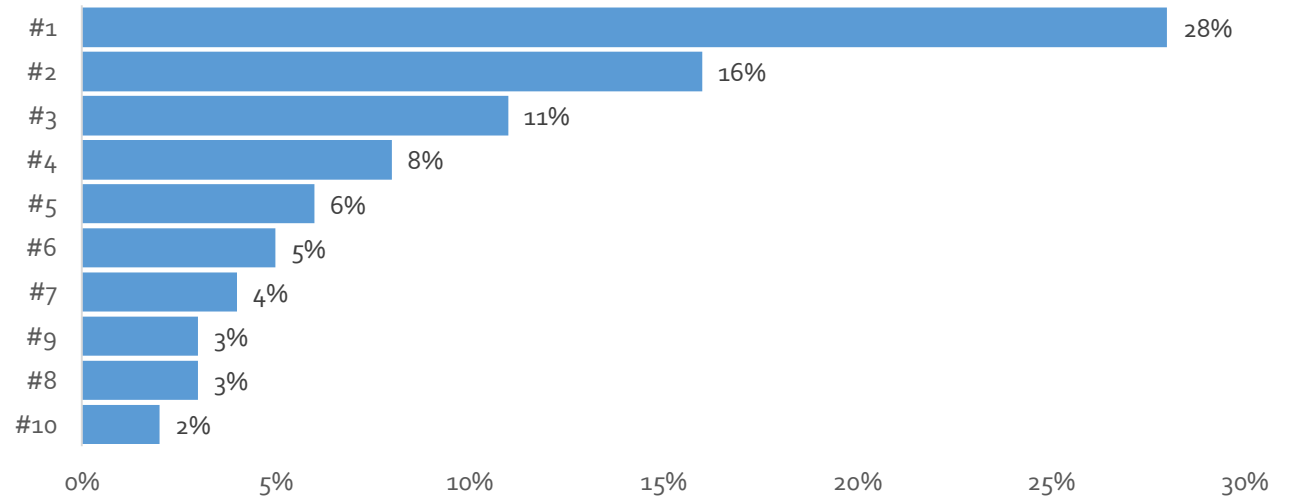
On desktop devices, organic clicks accounted for 45.1% of all search engine clicks, which demonstrates that organic search results are more likely to be trusted by people

Google has a dominant market share in terms of mobile search ; 93.77% of all queries made on mobile devices land on Google, thus emphasizing on mobile friendly websites

In the U.S, there are 19,881 high-volume terms with over 100,000 monthly searches. Lower volume keywords are simpler to rank for, but higher volume keywords draws large audience

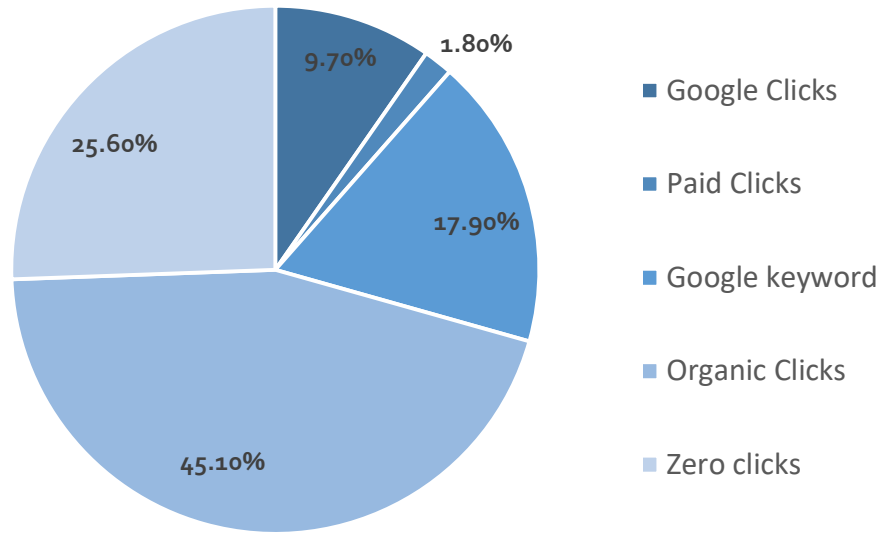
"YouTube," "Facebook," and "WhatsApp Web" are among the social media and communication websites that people most frequently search for in Google with 1 billion plus volumes

Organic Click through rates by position (Google)

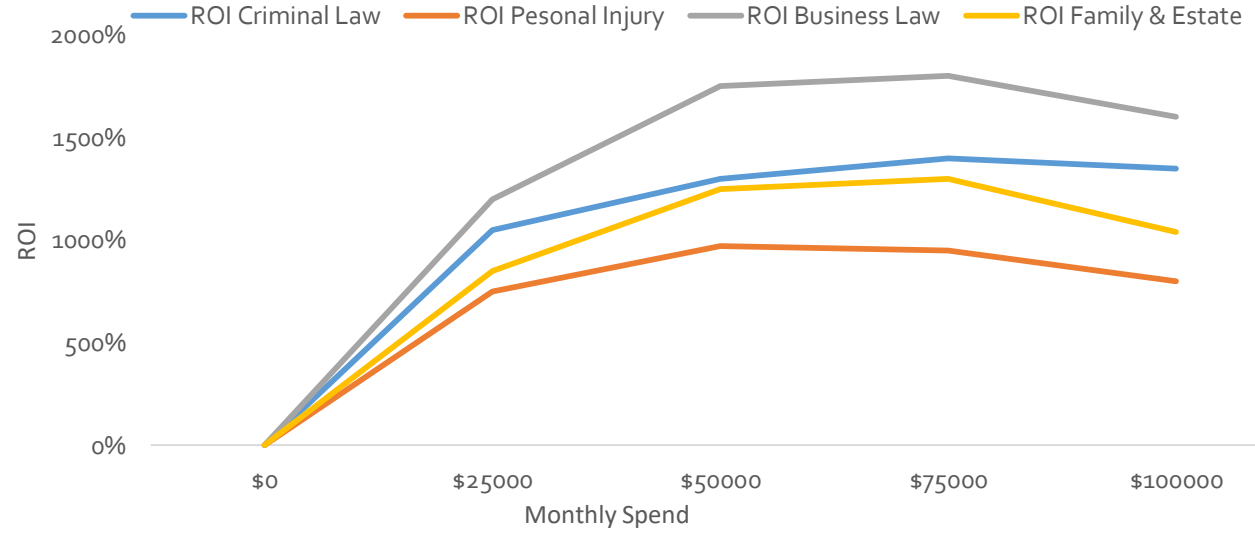


As of the 4th quarter of 2021, 63% of organic search engine visits in the United States were from mobile devices and within a day, 18% of local smartphone searches led to a purchase

Google search Click through rates(Desktop)



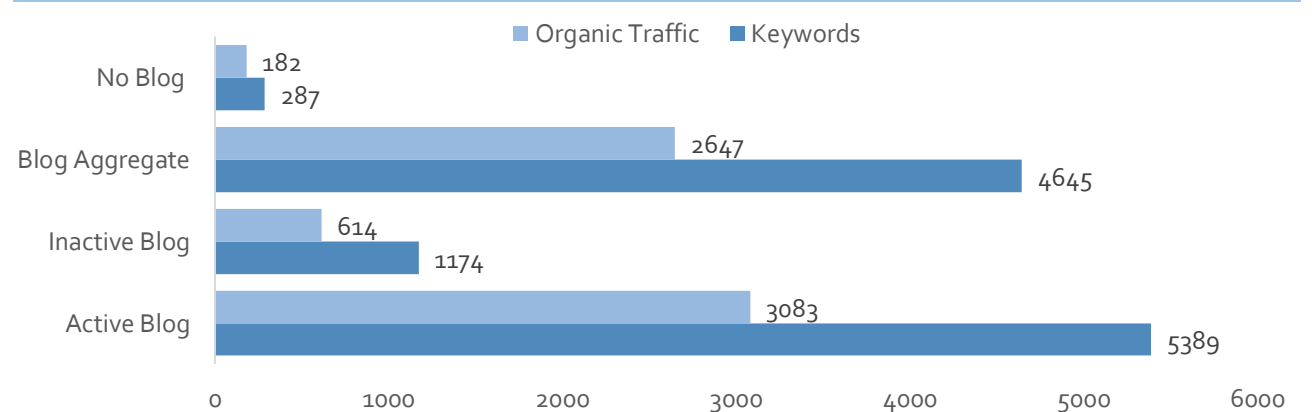
Law Firm SEO ROI and Budget allocation



Law Marketing budget by specialty

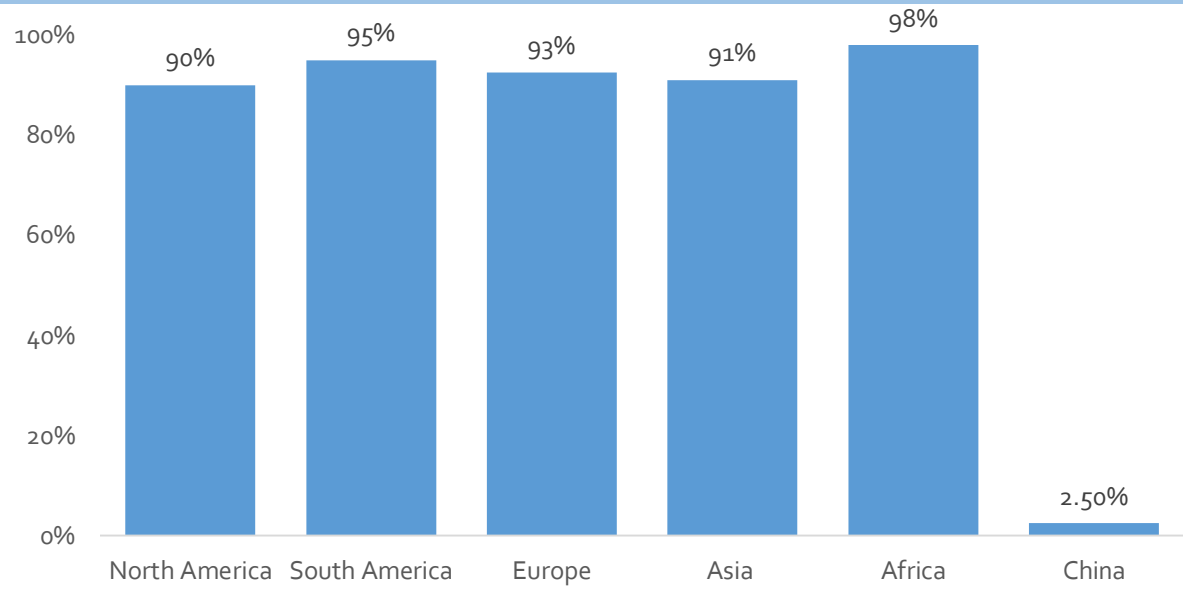
Specialty	SEO	PPC	Social	Traditional Advertising
Criminal Defense	50%	30%	5%	15%
Personal Injury	25%	40%	15%	20%
Business Law	60%	20%	5%	15%
Family & Estate	40%	25%	20%	15%
Overall Law Firm	45%	30%	10%	15%

Keyword ranking and search traffic volume



92.26% of all searches worldwide are conducted on Google, it seems sense that over 80% of businesses use Google AdWords worldwide thus making it a powerful tool to reach audience

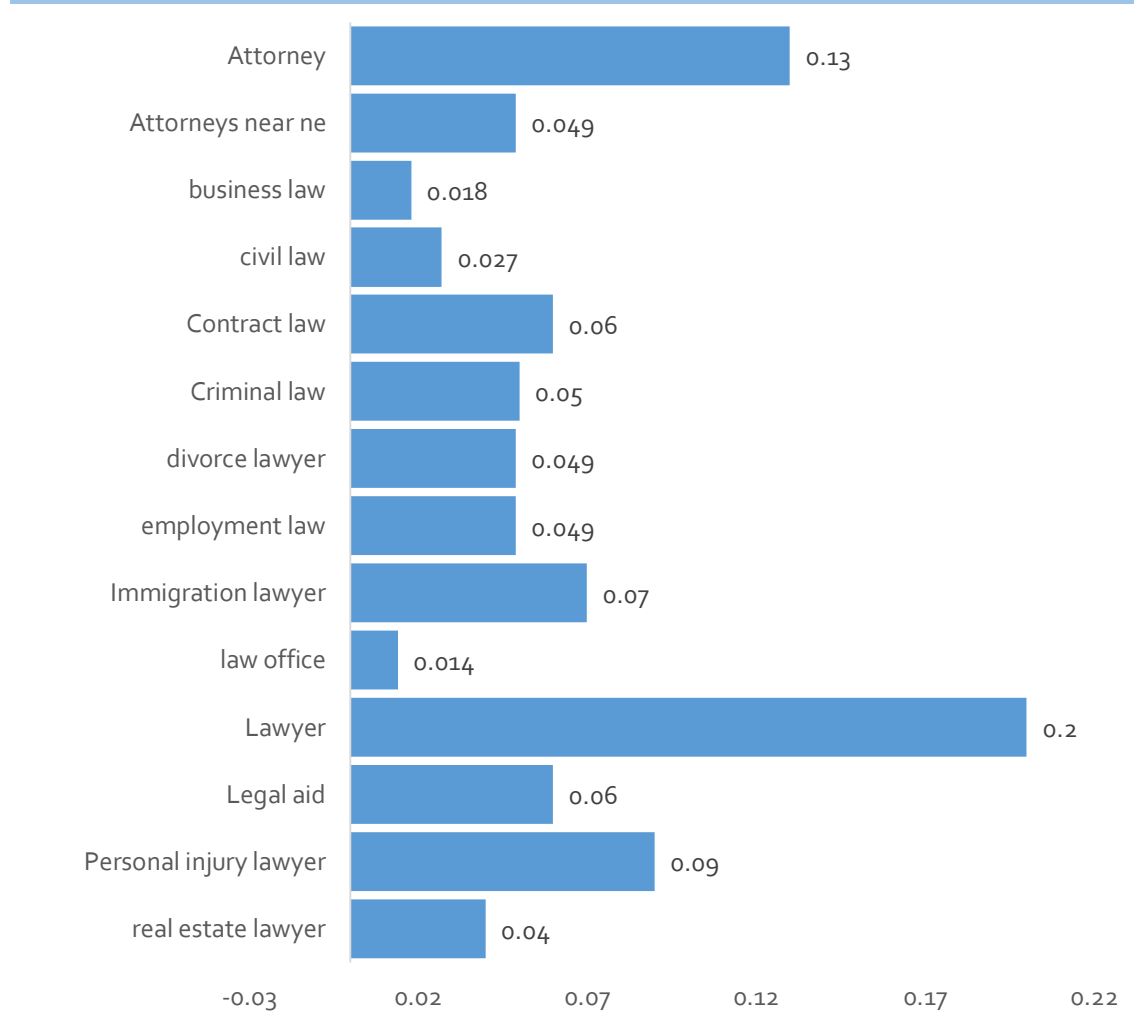
Google Search Engine Market Share



Market Dynamics

- ▶ For Google Ads, the average conversion rate is 3.75%. In the meanwhile, PPC conversion rates typically average 2.35%
- ▶ Mobile advertisements are five times more effective than those on other platforms
- ▶ Among the legal services , Accidents & Personal Injury Law had the highest CPLs
- ▶ 55% of small firms utilize display ads & 45% use paid search with average CTR ;3.17%
- ▶ There are more clicks on Google's sponsored searches than on those from other search engines.; the percentage at Google is 63%, 15%,Amazon & 9 % on YouTube
- ▶ PPC ads are chosen by more than 65% of small and medium-sized enterprises

Top searched keywords (in millions) driving traffic



Global Search Network reports that 63% of users have clicked on a Google advertisement & display advertising grew at 15.5% as marketers see a rise of 20% in conversion rates

Benefits form Google Ads for Law firms

Increased Visibility

Google AdWords guarantees increased visibility for the law firm when prospective clients look for pertinent legal services by placing it prominently at the top of SERPs

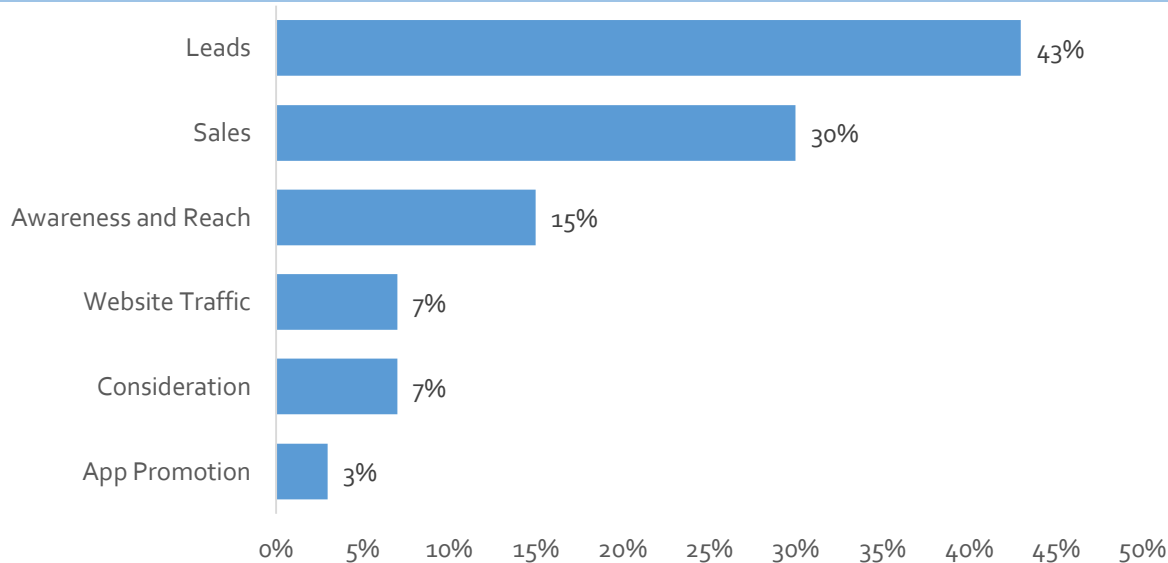
Targeted Reach

Lawyers can customize their advertising with precise targeting choices based on user activity, demographics, and geographic area.to a targeted and pertinent audience

Adaptable Campaigns

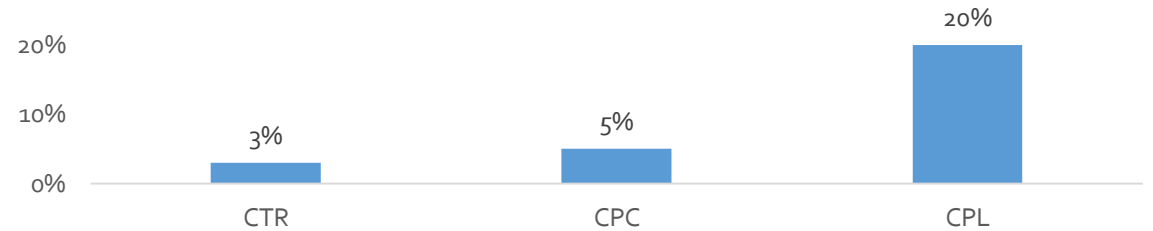
As a result of Google Ads' adaptability, campaigns may be quickly modified in response to real-time data and market changes.; advertisers can adjust bids, text of their ads etc.

Reasons to use Google Ads for Law firms

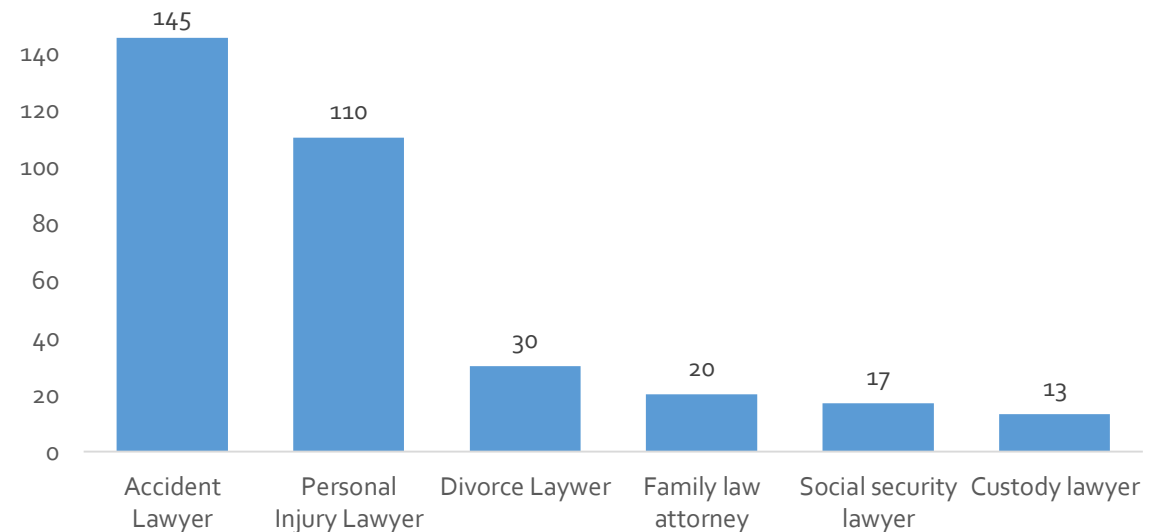


2023 search ads benchmarks : Key trends

- ▶ In 21 of the 23 industries, the click-through rate (CTR) grew year over year
- ▶ In 14 industries, the cost per click (CPC) increased year over year (YOY)
- ▶ All industries had an increase in cost per lead (CPL) YoY, with the exception of two

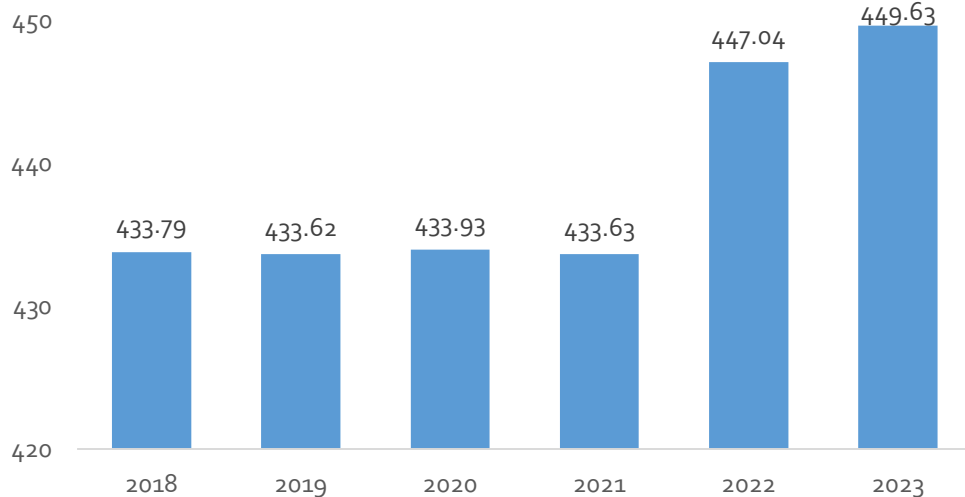


Popular keywords and spending on per click for Law firms in U.S dollars



Since 5 years, industry revenue has increased at a CAGR of 0.8% & US Law Firms industry has low market share with less than 40% of industry revenue built by the top 4 businesses

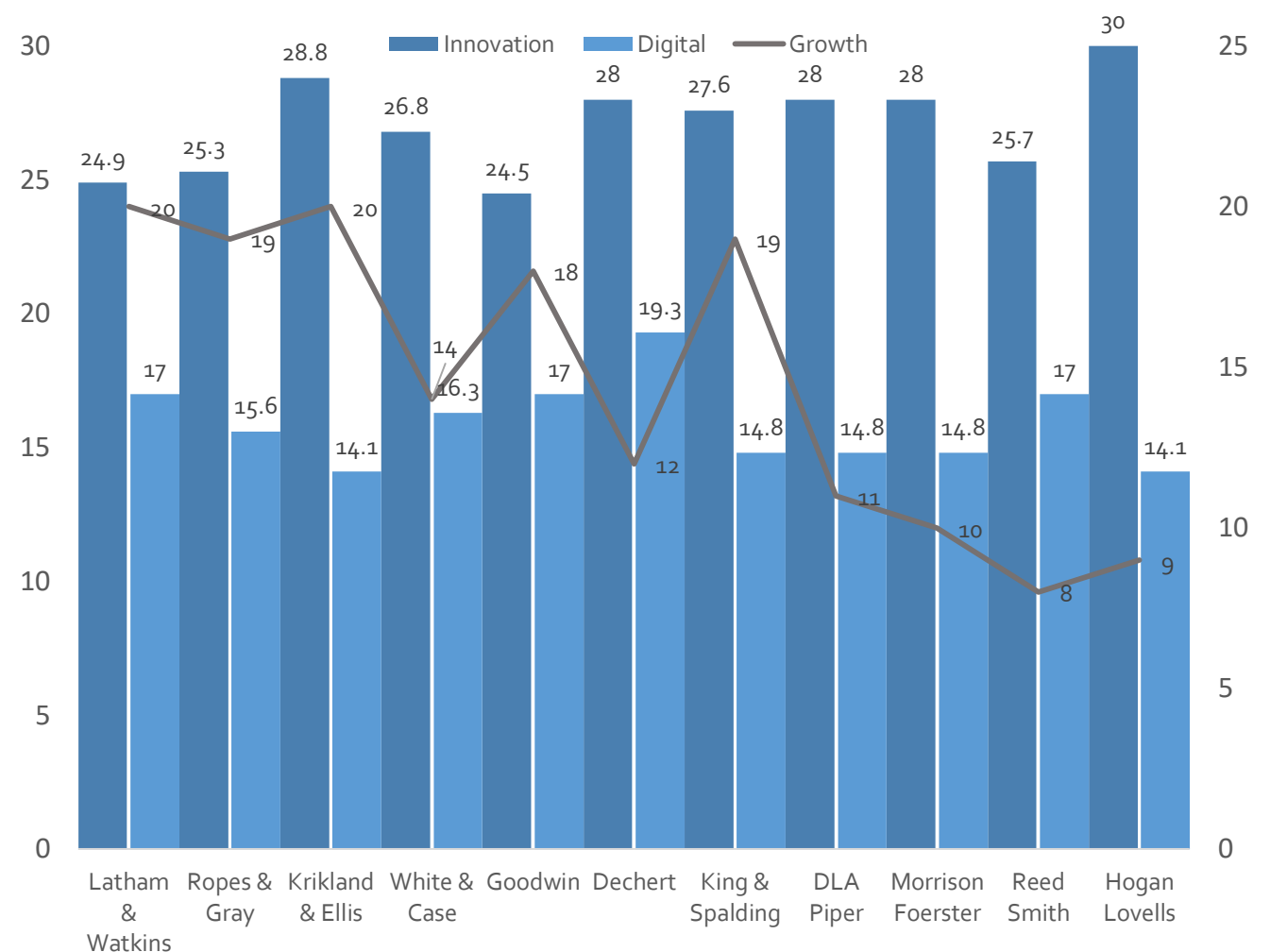
Number of law firms in the United States(in 1000's)



Sources of Competition for small firms

- ▶ Significantly larger firms competing for the same clients has increased from 52% in 2020 to 54% in 2022 encroach upon small firms clientele
- ▶ The DIY sites that are gaining the most traction for dealing with estate planning, starting a small business, etc. These sites pose an existential danger to businesses that are unable to develop a competitive strategy
- ▶ Small businesses that serve individual consumers must keep their attention on productivity and customer support to make sure they are offering a good caliber of service than other firms
- ▶ . Regarding competition with other legal practices, the proportion of attorneys expressing anxiety about firms of a comparable size has remained reasonably constant and has been 11% in 2022

Law Firm Index – North America, 2023



In the midst of fee rises in all practice areas and firm sizes, the top 50 law firms in the United States saw their market share rise from 44.8% in 2021 to 47.3% last year

Strategies to gain competitive edge

Recognizing the competitive environment

Understanding the competitive environment such as market trends, rival's positioning, emerging growth opportunities & evolving client needs, in which law firms operate is crucial for gaining competitive edge

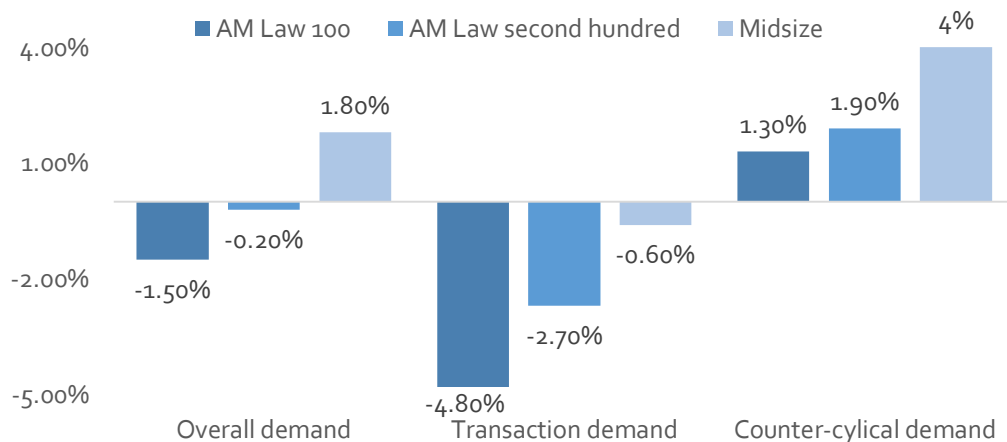
Leveraging Technological Advancements

Law companies can take advantage of technology in the current digital era to obtain a competitive edge through streamlining tasks, automating routine tasks, improving accuracy and making data driven decisions

Attracting and Retaining top talent

A law firm's ability to compete is largely dependent on the qualifications and experience of its attorneys and law firms retain talent by providing attractive work environment, embracing technology etc.

Law firm demand by practice category



Law Firm	Lawyer Strength	Specialization	Focused Regions
Cooley LLP	1300+	Corporate, Litigation, Regulatory, Intellectual property	3(United states, Asia, Europe)
Chapman and Cutler LLP <small>Attorneys at Law · Focused on Finance®</small>	200+	Commercial litigation, Finance, Corporate, Energy & Resources	1(Chicago, New York, San Francisco, Washington, Charlotte, Salt lake city)
GreenbergTraurig	2000+	Corporate, Intellectual property, litigation, Regulatory, International trade, Real estate	5(United states, Europe, Middle east, Latin America, Asia)
BartlitBeck LLP	80+	Corporate, Intellectual property, Litigation	1(Chicago & Denver)
Frankfurt Kurnit Klein+Selz	100+	Corporate & Finance, Litigation. Entertainment media, Real estate	1(New York, Los Angeles)
HERRICK	100+	Corporate, Intellectual property, Real estate, Litigation, International	1(New York, Newark, Pittsburg)

Leading litigation firm Selendy Gay is committed to taking on the most difficult business cases, public interest cases & investigations and maintained diversity & inclusivity since 2018

- ▶ Trial and appellate generalists, Selendy Gay's attorneys can handle cases involving a wide range of businesses and topics, such as corporate defense and investigations, corporate governance, securities and structured finance, bankruptcy, complicated commercial litigation, arbitration, and many more
- ▶ The firm is known for splitting its side business between plaintiffs and defenses; as plaintiffs' counsel, the firm has led cases that have brought clients over \$4.6 billion in recoveries; the firm has prevailed in bet-the-company situations when its clients' businesses and business models were in jeopardy while serving as defense counsel.

Key Highlights



Founded
2018



Headquarters
New York,
USA



Employees
60+



Revenue (2023)
\$5M-\$10M



Website
[Link](#)

Litigation Approach

- ▶ An Elite Litigation Team
 - Investigative and litigation excellence is the focus of Selendy Gay's practice and have assembled the best legal expertise available, including the sharpest minds, the most nimble litigators, and the most imaginative strategists
 - By putting clients' needs first, the firm positioned itself for the times when our clients may need them most: during a lawsuit that might make or break their reputation, during a change in corporate leadership or change in regulations
- ▶ A Market Leading Model
 - Holistic right sizing skilled partners, associates, staff attorneys, and temporary staff attorneys to appropriately size situations, and then carefully deploying contract attorneys to meet certain needs at particular times
 - Throughout the course of a case, firm can adjust teams' size based on the demands of the litigation owing to this model, which gives the firm flexibility

Work Highlights

- ▶ Represented a number of former first-lien lenders to food-service provider Trim ark USA LLC in a lawsuit brought against the company, its equity owners (Center bridge and Blackstone) & first-lien lenders (Oaktree Capital Management LP, and Ares Management Corp.)
- ▶ Secured a deal with Navient, one of the biggest student loan servicers in the country, in a class action complaint that challenged Navient's methods for counseling federal student loan borrowers on Public Service Loan Forgiveness
- ▶ In legal action to collect hundreds of millions of dollars from DLJ Mortgage Capital Inc. and Ameriquet Mortgage Company for their wrongdoing in creating and securitizing mortgage-backed securities, I am representing US Bank as the plaintiff

Key Clients



Moses Singer offers businesses, people & families legal services and the firm possesses unique proficiency in the domains of intellectual property, business litigation, corporate etc.

- ▶ Leaders in banking and finance, media, entertainment, real estate, advertising, and technology are just a few of the diverse clientele; in financing and corporate transactions, the firm serves both established enterprises and entrepreneurs as clients ;individuals turn to moses singer for complex & efficient legal services in areas of tax, real estate etc.
- ▶ Moses Singer is a part of an extensive global network of law firms, accounting firms, tax advisers, consultants, and other specialized experts owing to its membership in the MSI Global Alliance (MSI) with a global reach of 250 member companies in 105 countries worldwide and a network of more than 50 firms spread across 27 states in the US.

Key Highlights



Founded
1900



Headquarters
New York,
USA



Employees
100+



Revenue
\$20 Million



Website
[Link](#)

Key Facts

- ▶ Individualized attention to clients
Large, multi-office legal firms can easily lose sight of their clients' demands. Customers seek out Moses Singer for this reason. Clients collaborate closely with partners who are top professionals in their industry and have the skills and background to offer innovative, economical, and goal-oriented legal services
- ▶ Global Reach
The firm has access to extensive professional experience and local knowledge of over 8,000 legal, tax, and accounting professionals globally thanks to the firm's affiliation with MSI Global Alliance; it allows the firm to effectively and seamlessly represent their clients in almost every major jurisdiction worldwide
- ▶ Diversity and Inclusion
Increasing diversity is a primary priority for the management of Moses Singer; attorneys interested in diversity are welcome to join the Firm's Diversity Committee, which aims to promote an atmosphere that values & respects individual differences.

Accolades

- ▶ **Moses Singer Attorneys Achieve Super Lawyer 2023 Status**
Moses Singer attorneys were also named Rising Stars in the Metro Edition of New York Super Lawyers for their work in the fields of business reorganization, bankruptcy and creditors' rights, business litigation, corporate law, general litigation, and real estate
- ▶ **Moses Singer Attorneys Honored in 2024 Edition of The Best Lawyers in America**
For almost 40 years, Best Lawyers has been recognized by both the legal community and attorneys as the most reliable indicator of legal excellence and integrity in the US; this recognition signifies excellence in practice

Key Clients

