# LAW.COM Case Study





# **About NAM (National Arbitration and Mediation)**

Founded in 1992, NAM (National Arbitration and Mediation) is recognized for its superb customer service and exceptional panel of arbitrators and mediators. NAM works with more than 10,000 commercial entities, including more than 50 percent of the Fortune 100 companies. NAM offers litigants a nationwide panel of more than 2,600 top-tier former judges and legal practitioners uniquely qualified to facilitate the resolution of disputes in a private forum. NAM maintains rosters in all 50 states, Puerto Rico and in major cities around the world, with deep experience in the areas of complex commercial, construction, employment, entertainment, financial services, international, insurance, medical malpractice, personal injury, professional liability and real estate dispute resolution. NAM is an indispensable resource for parties seeking cost-effective alternatives to expensive and time-consuming litigation. Learn more, visit www.namadr.com.

# The Challenges & Goals

NAM is one of just a few major players in Alternative Dispute Resolution. While NAM enjoys a national profile, it must be vigilant and work to maintain and heighten its position in the marketplace. NAM's marketing team was looking for an advertising program that would elevate NAM's position. It was especially important for NAM to find a way to connect its message to key topics and areas of focus, and to align with the way users search for and discover relevant editorial content.



We want to make sure we're on the front line of all of those different channels making sure we maximize our exposure as much as possible.





We pride ourselves on our panel. They are our thought leaders as well. Being able to showcase their expertise on a national scale has been extremely beneficial for us."

### The Solution

The Topic Sponsorship allows NAM to engage with readers of Alternative Dispute content across the Law.com platform

The program surrounds Law.com Alternative Dispute Resolution content with NAM messaging and engages Law.com users with NAM branded content. Webinars connect NAM's panel directly with users and social exposure brings NAM across channels.

NAM strives to meet its target audience on whatever channel they use to seek out information on alternative dispute resolution. Altogether, the Topic Sponsorship affords NAM a holistic view of their marketing mix of channels in one program.

#### **Real Results**

The Alternative Dispute Resolution Topic Sponsorship has afforded NAM more visibility in the marketplace. The brand measures impressions, pageview clicks, leads generated by webcasts, and whether the program has referred prospects back to their website - and results have been positive.



From a branding standpoint, this is as good as it gets in terms of aligning ourselves with the ADR industry. That's been beneficial to us."

## Alternative Dispute Resolution Topic Sponsorship

February - October



**455,292**Banner Impressions

#### **16 NATIVE ARTICLES**



209,013 Visibility
(Appearance Across Promotions)



0.80% CTR

#### 2 WEBCASTS



293

Live & On-Demand Attendees



46%

Live Attendee Conversion Rate



# Alternative Dispute Resolution Topic Sponsorship

February - October

# 2019 SPONSORED EDITORIAL SOCIAL POSTS



122,541 Impressions



1.47%

Engagement Rate

#### **2019 BRANDED SOCIAL POSTS**

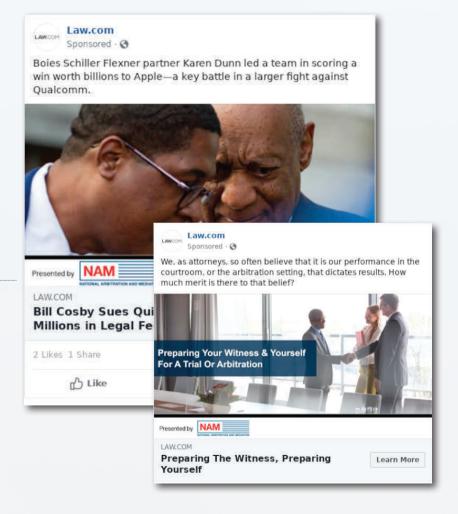


764,066 Impressions



0.87%

Engagement Rate



# **Ongoing Partnership**

The ability to reach an audience of legal professionals seeking out information on Alternative Dispute Resolution is critical for NAM to continue to meet it's marketing goals.



We do a lot of advertising and this was one way to really finetune the type of audience that we're reaching."



ANNA DIOLOSA Vice President Marketing NAM

### About Law.com

Law.com is a part of ALM, the benchmark source of news, insights, and analysis for the industry's top firms and legal professionals.

Over 120 ALM journalists, entrenched in the communities they cover, support the largest network of brands and face-to-face events tailored to the needs of the legal community.

Through 20 media brands we deliver unmatched insights and resources to 1.58 million monthly visitors to our sites, 414,000 readers of our print publications, and 722,000 newsletter subscribers.

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