FIRM POINT ADVISORS

Your Firm. Forward.

FRACTIONAL CMO & MARKETING TEAM

Put a marketing leader and team behind your firm.

Experienced direction and hands-on support for law firms that need their marketing to work as one coordinated function.

A fractional chief marketing officer (CMO) provides ongoing senior leadership on an agreed part-time schedule. Firm Point Advisors can pair that role with hands-on marketing support so your firm has both a plan and the capacity to carry it out.

FRACTIONAL CMO

Adam sets direction, advises firm leadership and coordinates your existing staff and providers. You gain a senior marketing lead with defined responsibilities and a regular working rhythm.

CMO PLUS MARKETING TEAM

Add agreed execution support for content, communications and business development. We organize the work, manage contributions and approvals, and keep priority projects moving.

YOUR ENGAGEMENT LEAD



Adam Miller

Founder & CEO | Your engagement lead

- 25+ years in legal marketing, communications and business development.
- Served as a director at an Am Law 200 firm and in a leadership and senior management role at an Am Law 100 firm.
- Former senior reporter for the *Daily Business Review*.
- Media crisis-management training through the Public Relations Society of America.
- Bachelor's degree, Florida State University.

For firms building a marketing function, strengthening a team or bridging a leadership gap.

Let's discuss your marketing needs →

info@firmpointadvisors.com

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Know what gets done and who is responsible.

Your firm's priorities determine the mix of work. Adam leads the engagement, coordinates delivery and keeps decisions connected to the clients and practices you want to grow.

BUILD THE MARKETING FUNCTION YOUR FIRM NEEDS

Marketing direction

Firm and practice priorities, positioning, budgets and an actionable marketing plan.

Content and visibility

Website and biography copy, LinkedIn content, thought leadership and targeted media outreach.

Client development

Attorney coaching, priority relationship plans, referral activity and cross-practice introductions.

Pitches and recognition

Proposal and RFP support, directory submissions and award nominations built around verified experience.

Campaigns and events

Launch communications, client programs, sponsorship planning and coordinated follow-up.

Team and provider management

Editorial calendars, work assignments, approval workflows and coordination with internal staff and specialists.

A CLEAR WORKING RELATIONSHIP

Agree on the starting plan

Review goals, materials and resources. Choose the first priorities and confirm responsibilities, capacity, fees and measures.

Make the work visible

Use a shared calendar to show what is underway, who owns each task and what needs a decision.

Review progress monthly

Track delivery, relationship activity and qualified opportunities. Use the review to adjust priorities and agree on next steps.

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Services and output volumes are selected in the engagement scope. Timing, fees and any specialist costs are agreed before work begins.