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# STEPS TO MASTERING YOUR 2024 LAW FIRM MARKETING BUDGET

**1. Assess 2023  
Performance**

**2. Review the Firm's  
Strategic Goals**

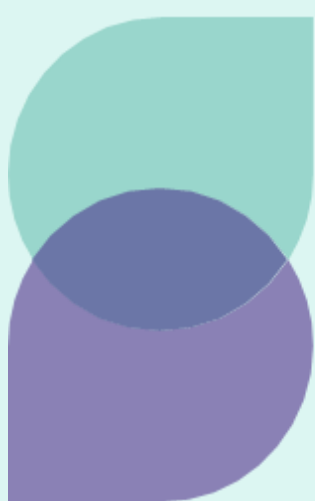
**3. Know Your Target  
Audiences**

**4. Leverage Tools &  
Technology**

**5. Allocate Resources**

**6. Collaborate with  
Other Departments**

**7. Document Key Data  
and Lessons Learned**



FURIA  
RUBEL