

## Law Firm Leaders Spotlight with Dan McIntosh

**State your name, title and law firm.**

[Daniel McIntosh](#), shareholder and co-chairperson of Lowndes' marketing committee.

**How long have you been practicing law?**

35 years

**How have your marketing efforts evolved during the last five years?**

*We have seen an expansion of business development strategies in addition to more targeted marketing communications activities. The firm has focused more on video, social media, podcasts and client interviews. And of course, the pandemic has caused an increase in our shift to digital technologies.*

**How has working closely with your Marketing Department been beneficial to the firm in the months since COVID-19 began?**

*Our Marketing Department has done a fantastic job of helping us respond to the changes with warp speed with an uptick in eblasts, virtual seminars, podcasts, and a number of new initiatives. Again due to the pandemic, we also were forced to re-evaluate the firm's marketing budget which fell on the Marketing Department to do most of the work. Our Marketing Department is top notch and the fact that they are always forward looking helped the firm adapt quickly to the pandemic.*

**What are some new marketing initiatives that your firm has worked on as a result of COVID-19?**

*We launched a video series, offered clients customized webinars based on their needs, increased our client alerts to almost daily eblasts, and created opportunities for roundtable discussions with clients to address their short-term and long-term plans. We've also successfully executed our firm's own return-to-work plans and have shared those with clients.*

**How does your Marketing Department drive strategic plans and lead the charge in a time of change?**

*By engaging firm management in the process and also making it simple and not time consuming for the firm lawyers to be involved.*

**What is your firm's most effective marketing channel?**

*The firm attorneys and their relationship-building activities with clients. The attorneys' ability and motivation to market is directly correlated to our Marketing Department's remarkable job keeping the attorneys accountable, motivated, and producing.*

**What marketing and business development initiatives born out of COVID-19 will be used in the future?**

*Our social media emphasis will continue to be much more significant and the role less experienced lawyers play in that process will continue to increase.*

**How do you see the legal industry changing in the next 5 years?**

*We are going to need to be much more flexible with attorneys and staff working remotely and communicating with our clients differently. No longer will face to face meetings or conference calls be our primary mechanisms of communication. Zoom, FaceTime, and many similar products are what many clients expect us to use. Also, I continue to see the request for alternative fee arrangements as the economy is a challenge for many clients.*