

Kelley Kronenberg Receives 1st Place Honor at Legal Marketing Association's Southeast Regional Conference

Fort Lauderdale, Fla. – Kelley Kronenberg is proud to announce that the firm received first place recognition at the Legal Marketing Association, Southeast Region 2019 Your Honor Awards. These awards are among the industry's most prestigious honors for successful marketing initiatives. The business law firm was awarded in the Marketing Management & Leadership – Internal Marketing category for its new Marketing Request Portal, which is connected to the marketing department's project management software. The Your Honor Awards is an annual international award program that recognizes excellence in legal marketing by promoting projects and programs that showcase innovation, creative strategy and return on marketing dollar investment. Over recent years, Kelley Kronenberg has been honored with 17 Your Honor Awards, 14 of which are first-place recognition. These awards span a wide range of categories including Brand Identity, Events, Community Relations, Technology Management, Website Rebrand/Overhaul, Social Media and Engagement, as well as three consecutive first-place wins for Practice Development. "Our firm is experiencing significant growth, having just recently hit the 300th employee mark. With more than 140 lawyers practicing throughout Florida and Illinois, it's crucial for our marketing team to have cutting-edge programs to effectively manage the influx of emails, pending projects, and 'to-do' lists," said Michael Fichtel, Kelley Kronenberg CEO and Principal Partner. The marketing department's response to this challenge was the conceptualization and development of the Marketing Requests Portal to assist in the intake process of requests and increase efficiency. Only three months after its debut, the portal has been adopted firmwide and the team has seen improved efficiency by eliminating informal, last-minute requests that required follow-up meetings and phone calls to clarify details. "The portal's design is custom, the technology is user-friendly and the results were immediate. We are proud of our marketing department for rising to the challenge and receiving this prestigious award for their innovative new program," Fichtel said. The Legal Marketing Association's Southeastern Chapter, established in 1985, is one of the largest chapters within the Legal Marketing Association's international organization.