

## ***Kelley Kronenberg Wins First Place in Two Categories at the Legal Marketing Association Southeast Regional Conference***

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FORT LAUDERDALE, Fla. – On October 16, the Legal Marketing Association Southeastern Chapter (LMASE) awarded Kelley Kronenberg, a national, full-service defense litigation firm, two Your Honor Awards during the 2014 regional conference in Nashville. The firm received first place recognition for its business development program and new website. The LMASE is the largest chapter in the international Legal Marketing Association (LMA) organization, covering 9 states and 17 City Groups throughout the region and serving nearly 450 members. “We are honored to have both our business development program and website recognized by the LMASE,” [Thomas Choberka](#), Chief Marketing Officer for Kelley Kronenberg, said. “A great deal of strategic research and planning went into both projects, and the outcome not only reflects our efforts, but defines who we are as a firm.” Kelley Kronenberg received first place for its successful business development program, which went into effect at the beginning of the year and is managed by Choberka and supported by Jody Ligas and Shanon Lazarus Webster, Marketing and Business Development Coordinators for the firm. In response to the firm’s business development submission, the judges said, “They did their homework by doing internal research before launching the program. Impressive that they did all this with in-house resources.” Choberka continued, “I am extremely proud of all of the attorneys who have worked together to develop new business, increase services to our existing clients, and create new opportunities for other attorneys within our firm.” Kelley Kronenberg was also awarded first place for the extensive overhaul, rebrand and refresh of its website. The new, redesigned site clearly defines what sets Kelley Kronenberg apart from other firms by focusing on the attorneys and highlighting the expanded geographic locations and practice areas. It features a sleek, modern design with simple, user friendly navigation and serves as the platform for all of the firm’s marketing. Since the site launched in January, the average time per page visit has increased 54.2 percent, the number of unique page views has increased 15.34 percent and the total number of users has increased 50.6 percent. After reviewing the firm’s website submission and visiting the site, remarks from the judges’ panel included, “Great job showcasing the attorney biographies – it made the website easy to use and navigate.” Choberka noted, “Our attorneys are what sets our firm apart — we built this site to promote them, their tireless efforts and their devotion to our clients.” The LMASE Your Honor Awards began in 2004 as part of the annual conference for the Legal Marketing Association Southeastern Chapter. The awards showcase the leading designs and creative strategies from firms throughout the Southeast, playing a key role as an inspiration for law firm marketing materials.