

How to Strategically Manage Your Law Firm's Marketing Budget Amid Uncertainty: Part I

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Managing Member **Rudy Aguilar** (Baton Rouge) was quoted in an October 5 article in Law.com's *Mid-Market Report*. The article by Gina Rubel discusses the ways various firms have pivoted their operations, particularly with respect to marketing activities, in light of the COVID-19 pandemic.

"Strategically, managing the law firm's budget amid uncertainty, such as a pandemic, means being willing to prioritize. In order to prioritize, you must understand your client's needs and your firm's services and operations," said Rudy Aguilar, managing member of McGlinchey Stafford PLLC. "We learned a great deal from the Hurricane Katrina disaster in 2005 and then again from the economic downturn in 2008. We've taken that experience and applied it to the 2020 pandemic, prioritizing our budget, re-allocating investments, and working to ensure a solid future for the firm."

"While courts were closed and the nation on lockdown, we focused on providing our clients with thoughtful and needed webinars that would answer their pressing questions during the pandemic," said Aguilar. "Rather than cut our marketing activities, we doubled-down, making sure that our clients had access to all the information and counsel they needed to get through the pandemic."

Read the full article [here](#) (subscription required).

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