

CASE STUDY SOCIAL MEDIA MARKETING



STAXTON DIGITAL

DIGITAL MARKETING
FOR LAW FIRMS

AT A GLANCE

We never had a formal strategy in place for our digital marketing. Utilising Rich's network and advice we have been able to raise our individual profiles and the firm's.

OUR CHALLENGES

Digital marketing involves so many moving parts, we didn't know where to start.

The biggest part was understanding what we needed to do first. Our company page had static content posted, and our profiles were ok but we didn't use them to our advantage.

Understanding what our clients wanted and how to engage them was a hit and miss game. We needed something to engage our audience, measure the performance and save us time.

SOLUTION

Rich created a detailed strategy involving a full digital audit of our website and social media presence. We very quickly understood key elements of our website's performance in a non-technical way.

Rich, delivers monthly engaging content through a method that is simple and effective to our audience. Complete with a monthly review to understand what has and hasn't worked, including a review for next month's content.

KEY BENEFITS

The biggest benefit has been the content across our social media profiles and company pages. We have seen a large increase in website traffic, and our target clients continually give us positive feedback on the various content we publish.

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180%

INCREASE
IN NEW
FOLLOWERS

1,140

NEW
CONNECTIONS

38%

INCREASED
ENGAGEMENT

CASE STUDY

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1. WHAT KIND OF SUCCESS HAVE YOU ENJOYED AS A RESULT OF OUR SOCIAL MEDIA MANAGEMENT?

Since engaging with Rich, we have had a number of new leads and relationships (and are delighted that those leads have converted into new contracts with clients and third parties). We are continually receiving positive comments and feedback from our contacts on the quality of the content we are posting across social media.

2. WHAT WERE YOU LOOKING FOR IN A SOLUTION?

We were very good at word-of-mouth marketing prior to engaging with Rich but were very aware that we needed to be more active and present across social media. We felt as though we didn't have enough time in our days to address the problem well (and our inexperience in this area made it a daunting prospect to start). We spoke to a number of people over the past few years about them taking on our social media, but we always had concerns about any published posts not being "our voice" - and it was so important to us to get that right.

3. WHAT HAVE YOU BEEN MOST IMPRESSED WITH?

Everything! Rich really understands us and our brand and is a pleasure to work with. We meet monthly to formulate a plan of action, and Rich always brings fresh ideas to the table - things that we would not always have thought about ourselves. His creativity is remarkable. The difference it has made to our business in the last 6 months is something that we would never have been able to achieve ourselves. We feel like Rich is part of our firm now!

TIME ON WEBSITE DOUBLED FROM **1MIN 17SEC TO 2MIN 28SEC**

LAW PRACTICE IS OUR **2ND BIGGEST** LINKEDIN AUDIENCE -

WE WERE NOT RANKING FOR THIS BEFORE

CLAIR SAW A **100% INCREASE** OF PROFILE VIEWS OVER 90 DAYS

The details within the case study are the result of a 6-month campaign. All data and stats are correct at the time the case study was published. Due to the fluid nature of digital marketing, we cannot make any guarantees or promises on the outcome of your social media campaign.

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