

Specialty Law Firm Need Increased Business and Consumer Clients to Reach Growth Goals

Being professionals with character is crucial in our selection of the various SMEs we choose to incorporate into our group on various initiatives. We believe that if we begin every mission with people of integrity, we have a stronger foundation by which to facilitate client success. We take great pride in understanding our clients' needs. We help them to grow both their revenue streams and the reputation of their brand by partnering with us. It is our passion to help others meet their goals while maintaining a sense of integrity in everything we do.



Challenge

A specialty law firm grew their brand and client base for many years by word of mouth and referrals. Sales were steady, but growth was flat for many years. The law firm was short on time and talent to grow the firm and needed to stay focused on servicing existing clients. This hindered them from proper marketing discipline and severely limited client acquisition for the company.

Solution

Steps planned and implemented by The Templar Group as part of a customized solution for meeting the Challenge:

- Deployed Our Proprietary Strategies that include our SEO, Social Media, LinkedIn and OPR strategies.
- Implemented LinkedIn to maximize outreach to business clients for the firm. Utilized 2 senior partner profiles for the outreach.
- Instituted OPR to reach out to current client base and offer incentives for referral customer. Also deployed a B2B calling blitz to set appointments for the firm.
- Deployed Proprietary Social Media tool to penetrate Facebook, Twitter, LinkedIn and Instagram to capitalize on growing customer base.
- Engaged SEO strategies to build 300-page links, performed ADA Scan to move website to A+ status, and dramatically improve status on Google.

Results

Law Firm is Flying High with Best Client Count in Firm History!

Key benefits to the client as a result of Templar Deployment:

- 70% increase in consistent, social marketing solutions in Facebook, Twitter & Instagram.
- 40% increase in organic traffic coming in from the website.
- 100% increase in appointments from LinkedIn strategies.
- 30-50 new conversation per month for each senior partner with new prospects.
- 30% increase in appointments and first -time meetings from OPR efforts.
- Quantifiable progress reports allowing Firm to measure progress with data.
- Marked improvement in marketing messaging, market penetration, and client acquisition.