

# Case Study

## The Challenge

A highly specialized and extremely profitable practice group at a mid-sized Mid-Atlantic law firm was challenged in sharing its unique value as an independent entity and creating focused marketing programs to supplement existing word-of-mouth referrals to reach its ideal prospective clients.

## Our Solution

To engage the practice group's ideal prospective clients, we collaboratively determined that a broader understanding of its story and direction was needed. WordWrite created a strategic marketing plan that outlined ways in which the practice group could leverage its unique story in a marketing setting to achieve these goals - internally and externally.

## Client Takeaways

With a focused marketing plan and messaging, the practice group more clearly articulated its position compared to peer firms with similar practice groups and non-law firm competitors offering similar solutions.

## Mid-Sized Law Firm

*Helping a specialized practice group define its differentiators and reach target audiences*

WordWrite specializes in uncovering an organization's Capital S Story, the story above all others that explains why someone should buy from you, work for you, invest in you or partner with you.

With a goal to create a unique, compelling and memorable story, WordWrite analyzed information shared during an initial "deep dive" meeting with the firm's practice leader and attorneys. Then, WordWrite reviewed materials provided by the firm, and dug deep into competitor websites and other resources to develop a clear picture of what external audiences thought of the practice group.

Both the practice leaders and WordWrite recognized the firm had the potential to increase this group's visibility and market awareness among clients and prospects. However, finding ways to communicate the group's key messaging as an independent entity, while also creating focused marketing programs to supplement word-of-mouth, proved challenging.

To reach its ideal prospective clients, the practice group needed a broader understanding of its story and direction. Discovering new ways to leverage that story in a marketing setting would also allow more prospective clients to discover the unique value of working with the group. WordWrite's intrinsic knowledge of legal services suggested that a marketing strategy focused on paid, earned, shared and owned efforts would create the biggest opportunities for growth.

WordWrite's recommendations were rooted in increased digital media distribution via the website, paid digital advertisements and earned media.



As a result of extensive collaboration between the practice leaders and WordWrite, we identified goals that would be explored further throughout the development of a strategic plan rooted in the group's core Capital S Story by:

- Crafting and sharing a compelling story narrative;
- Positioning the group as the “go-to” resource in its specialized area of focus;
- Implementing a comprehensive marketing strategy to increase awareness and drive client growth.

## Website

Marketing individual practice areas for a law firm or any professional services organization is a challenging undertaking. Firm dynamics, coupled with complex website architecture, create hurdles that make it difficult to position a specific practice area so it stands out. This was evidenced by the practice group's low internet search volume.

Competitors also had very little organic site traffic. A select few were already investing in paid media to drive traffic to their practice pages, resulting in a much higher return on site visits.

These findings led us to the following conclusions:

- Without intervention, the practice group would not be found in online searches organically or otherwise;
- Investment in paid ads and content would drive more traffic to the pages WordWrite selected, resulting in more natural digital lead conversions;
- Given that the majority of competitors were not investing in ad spend, there was an opportunity to infiltrate the market.

WordWrite also recommended creating a subdomain from the current website to house information related to a specific portion of the practice group's work. This URL would not live on the firm's main website navigation.

The only way a prospect would then be able to find the page would be through the practice group's own marketing efforts to drive them there. This would allow the group's content to exist independent of the firm's main site, while also driving measurable traffic to a page with more unique and targeted messaging.

## Digital Marketing

Once the subdomain was created, WordWrite recommended driving users toward that page through Google Search Ads and LinkedIn Ads.

With paid Google Ads, the practice group could target individuals based on keywords in search queries, which enhance brand awareness and overall site traffic.

While paid search and keywords would drive more of the service-related traffic, LinkedIn ads would allow the group to target specific job titles and industries, narrowing the focus for a more precise audience.

## Content Marketing

Professional service providers distinguish themselves by sharing their thought leadership, particularly in the legal industry, where name recognition is valued nearly as much as expertise. Creating organic and paid content that would lead back to the practice group's microsite would also help drive a natural and consistent flow of traffic.

Among the content recommendations WordWrite made were:

- Email campaigns through a monthly email newsletter that offered a taste of expertise to prospective clients.
- Webinars that could draw hundreds of listeners and be repurposed in perpetuity because the recordings would be available on-demand.
- PR/earned media efforts to highlight ever-changing developments in this highly specialized practice area, ideal news hooks for journalists reporting on these issues. Once an attorney is quoted as an expert source, it raises the firm's profile in the eyes of prospective clients.
- Contributed content to specialty media outlets or trade publications providing important guidance from experts. These opportunities are often paid, but the investment would be worth the prime space and promotion in outlets that are important to prospects.

## Outcomes

Upon completion of the project, the practice chair shared these insights:

"WordWrite exhibited a deft ability to effectively listen to and collaborate with me and my attorneys to jointly craft an authentic story narrative that conveys the niche services of our practice group to an appropriately targeted audience. WordWrite's proven process and the client messaging and marketing strategies that resulted from it also gave my team and me a better sense of who we are as professionals and how to communicate more effectively with our clients and prospective clients."

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