

Case Study - Regional Law Firm

Background

A small regional law firm was looking to significantly increase its case load, improve profitability, and expand into new locations. The partner attorneys were recognized as experts by other attorneys in their field, however the firm was virtually unknown by the public.

Altyris was asked to provide a marketing strategy and brand identity that would focus limited marketing investments on key segments, build brand awareness, and position the firm as a leading provider of worker's compensation legal services.

Actions

Our team held in-depth interviews with each of the firm's partners to establish their messaging goals, identify target segments, and determine desirable brand attributes. We then evaluated the firm's practice areas and office locations, and developed strategic CoERS profiles of the targeted segments within each region.

The marketing strategy for this client included a new brand identity, focused their advertising spending on key market segments, defined specific marketing approaches to generate client inquiries, and established ongoing communication to convert contacts into clients.

Altyris designed and produced brand imagery, marketing materials, website, documents, and advertising. We developed a highly targeted media plan and worked with the client to develop scorecards and metrics for tracking progress and impact.

Results

Our strategy and campaign had an immediate positive effect, resulting in a 300% increase in client acquisitions in the first month. In the first year of strategy implementation, the firm's income per client doubled, they expanded into three additional locations, and they more than tripled the number of active attorneys in their firm.