

## **EnergiseLegal case study**

### **Firms/Marketing Us/Content Creation**

#### **Articles**

##### **The Brief**

- To research and write an article to be used as part of thought leadership.
- To interview experts and source quotes for the article.
- To recommend how to use the article to attract target prospects.

##### **Our Role**

- Research high quality sources for data and insights.
- Select impactful quotes from telephone interviews of experts.
- Ghost write high quality article to engage prospects.
- Position the Partner as the go-to expert in their field.

##### **The Result**

- Article shared on social media with good engagement with prospects.
- Likes, shares and comments 50% higher than target.
- 7 prospect meetings fitting target profile resulted.
- Increase in follows on LinkedIn and Twitter.