

EnergiseLegal case study

Firms/Marketing Us/Marketing Strategies

Practice group marketing programme

Family practice group workshops and individual marketing mentoring

We helped the family practice group in a regional law firm to create a marketing plan and to identify what made the individual lawyers unique. We did two half day workshops and individual telephone mentoring. Outcomes included content creation shared on LinkedIn, new networks and referrers to meet prospects and updated more compelling benefit led web site copy.

The Brief

- To support a family law practice group in a regional law firm with a new head of department to focus on marketing themselves to grow the practice.
- Create a programme that enabled both a team approach plus individual support.

Our Role

- Ascertained needs of the practice group as a whole and individually
- Designed 2 bespoke 2 hour workshops, part 1 and part 2.
- Tailored individual telephone mentoring



The Result

- Content creation shared on LinkedIn, new networks and referrers to meet prospects and updated more compelling benefit led web site copy.