

## **EnergiseLegal case study**

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

#### **White Papers**

##### **The Brief**

- To research and write a white paper for a practice group to be used as part of thought leadership.
- To interview external experts and source quotes for the white paper.
- To recommend how to use/repurpose the white paper to attract target prospects via social media.

##### **Our Role**

- Research high quality sources for data and insights.
- Select impactful quotes and insights from expert telephone interviews.
- Ghost write high quality white paper to engage prospects.
- Position the Partner as the go-to expert in their field.
- Select images and quotes to enhance the white paper's visual impact.

##### **The Result**

- White paper mailed to a target list of prospects with follow up phone calls.
- Content repurposed in shorter blogs and articles on LinkedIn.
- Positive feedback about the quality and usefulness.
- Business development meetings with 9 prospects resulted.