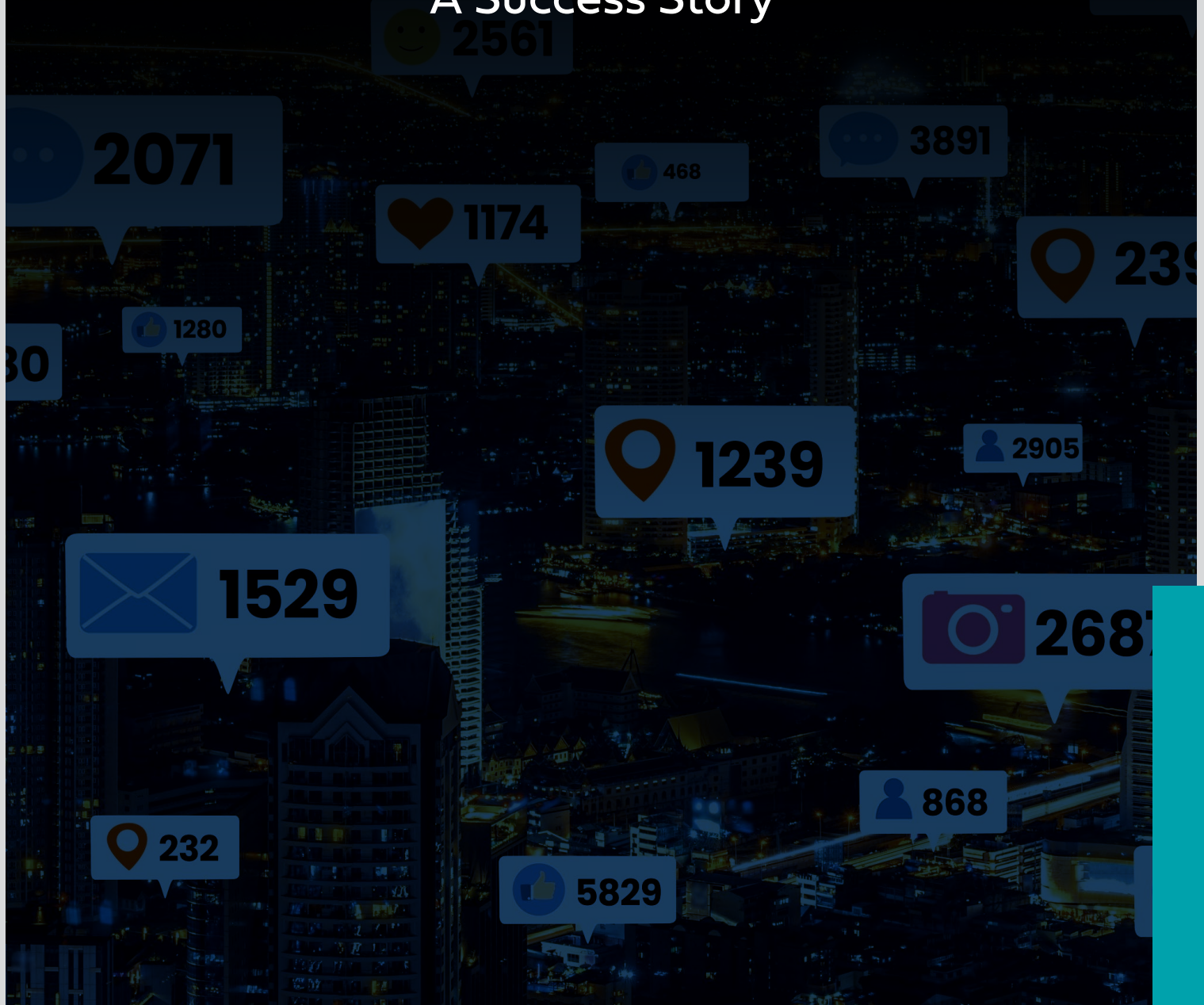


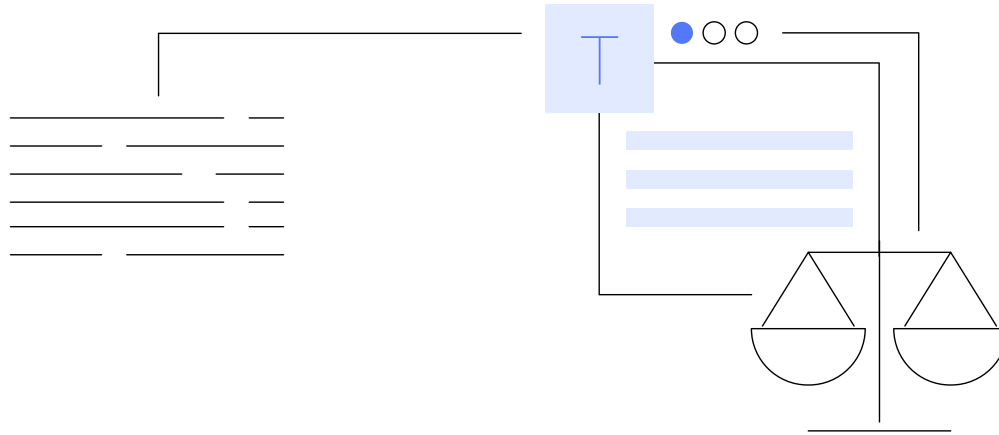
# Turning Social Media Followers into Clients

A Success Story



consultwebs

## TLDR



- + The firm currently experiments with a wide range of social media posts
- + The firm has received over 3,000+ link clicks
- + The firm is well above the industry average and has averaged an 8.5% over 2 years
- + The firm has gathered over 24,000+ engagements & more.

Social media has revolutionized the way we communicate and interact with one another. For law firms, harnessing the power of social media can be a game-changer, as it provides an unparalleled opportunity to connect with potential clients, establish credibility, and build trust.

**Let's take a look at a specific case.**

## The Firm

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To protect the firm's identity, we'll refer to them as 'the firm' throughout this case study.

They are a personal injury law firm based in **Atlanta, Georgia**, and handle a wide range of cases, related but not limited to the following practice areas:

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### | Practice area(s):

- + Car accidents
- + Motorcycle accidents
- + Sexual assault and rape
- + Jeep fires and explosions
- + Shootings
- + Crime Victims
- + Dangerous products & more.

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## The Firm's Successful Strategy

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The firm invests in **legal social media marketing** with **Consultwebs**. They see the results they've been wanting and more through consistent investment.

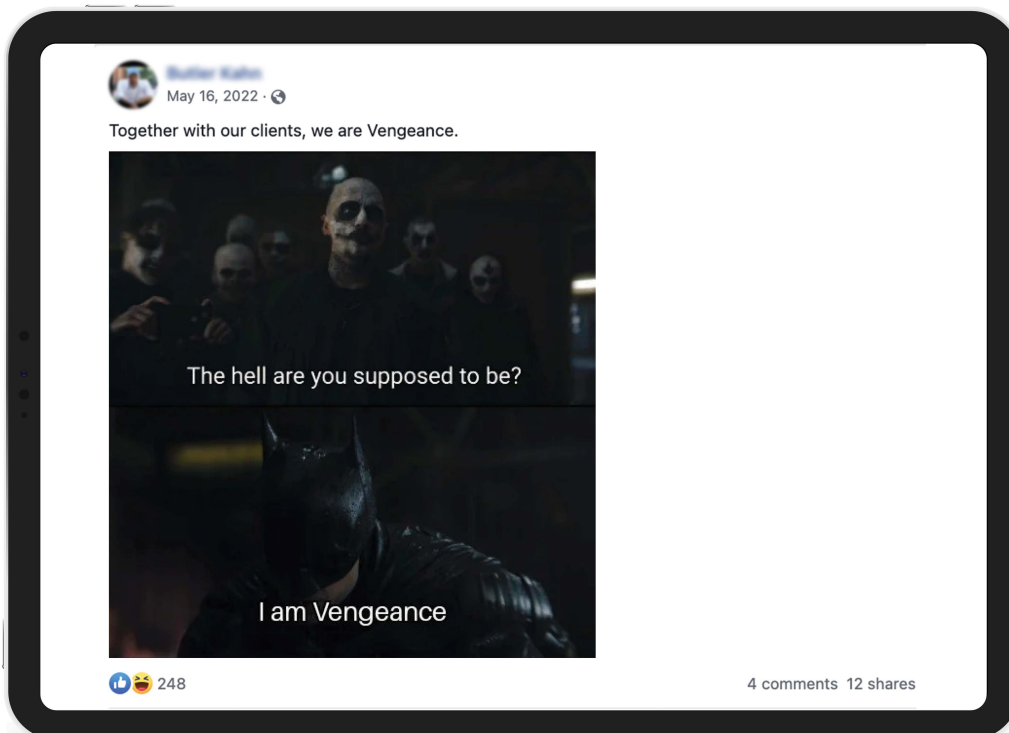
Before showing the results, let's dive deeper into their strategy.

## | The Law Firm Does What Other Law Firms Shy Away From!

The firm consistently shares content and constantly avoids up-front 'sale-sy' posts. Instead, the firm:

- + Diversifies their content (from short-form videos to long-form videos)
- + Enhances their charity and volunteer work
- + Covers difficult topics
- + Humanizes their brand
- + Leverages legal memes & more.

The firm isn't afraid to have a little fun. Take a look at one of their memes, and perhaps have a laugh! 😄

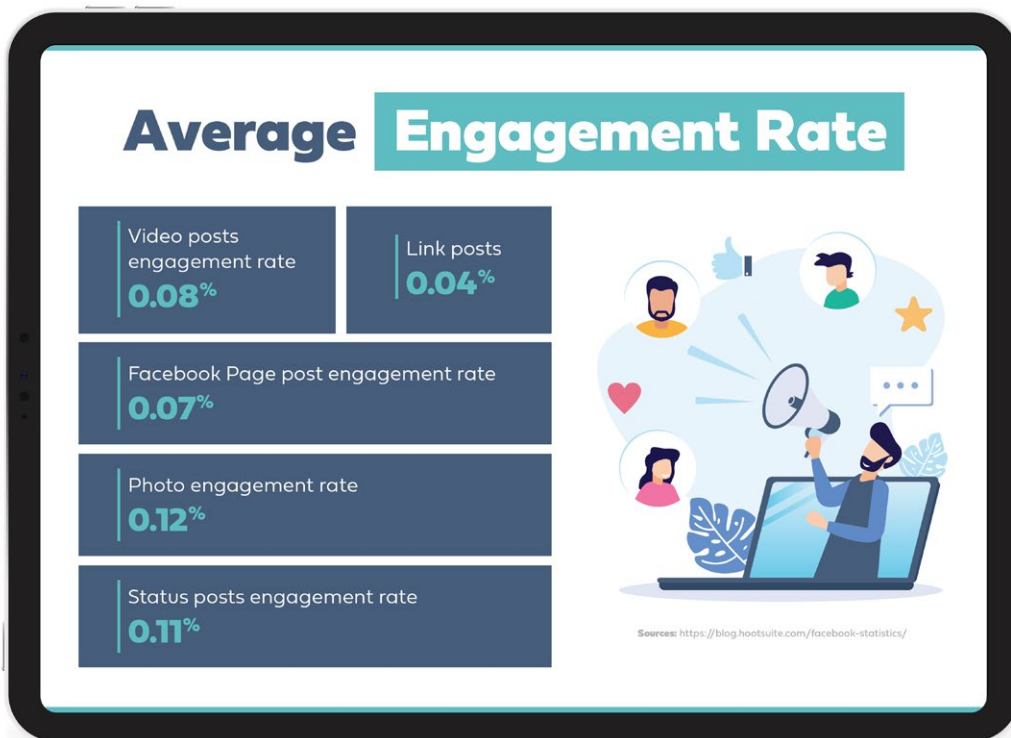


But just how successful are they? Let's take a look at the hard facts.

## Above Industry Benchmark

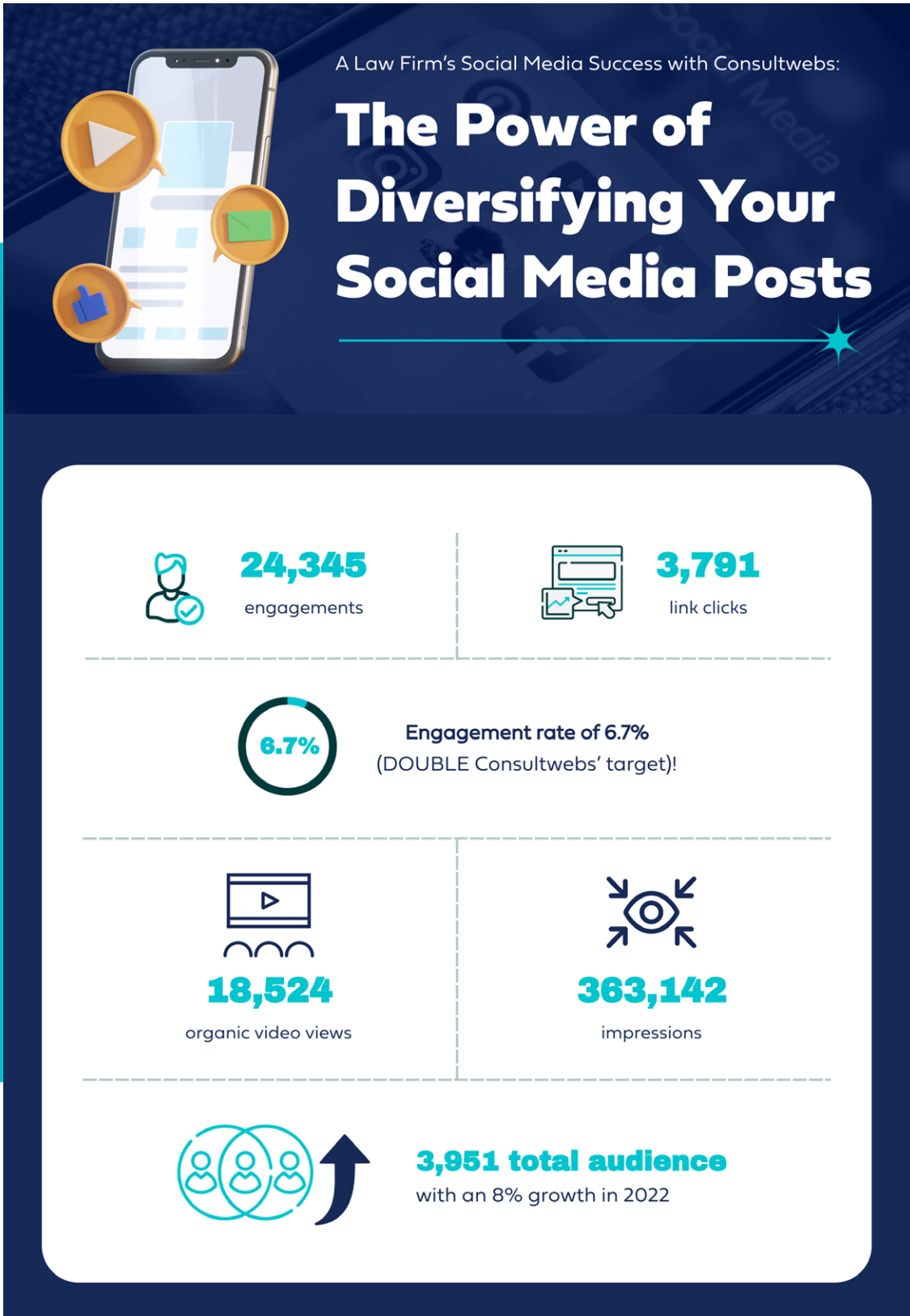
One of the key marketing metrics behind social media is engagement. These metrics give you a solid indicator of whether the content is gaining interaction and attention.

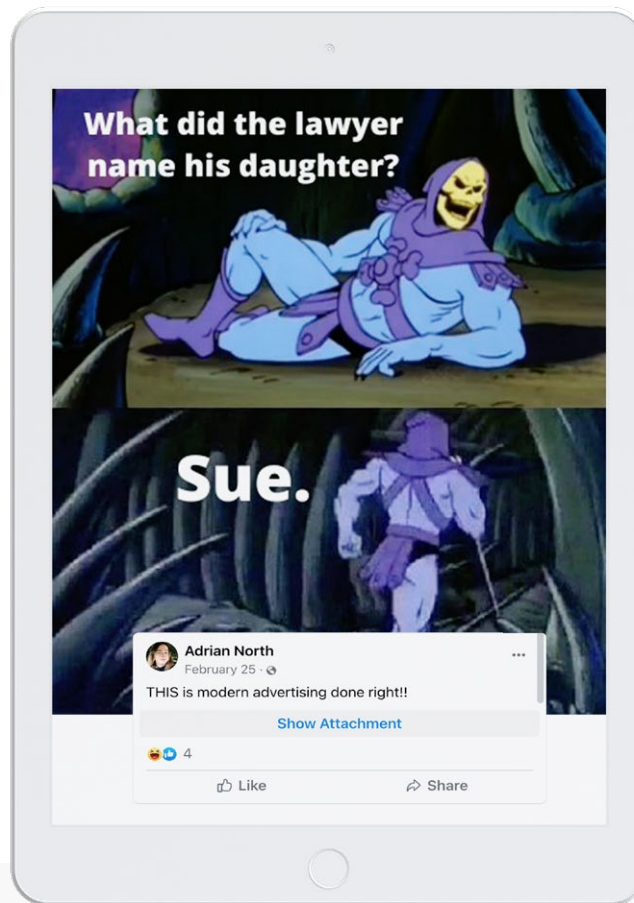
Before showcasing the firm's engagement, let's take a quick look at the industry average(s):



**The firm is well above the industry average with an incredible 8.5% engagement rate over 2 years.**

And it doesn't end there. Overall, the firm sees tremendous success thanks to the fact that they're diversifying their social posts and consistently investing in social media assets. Take a look:

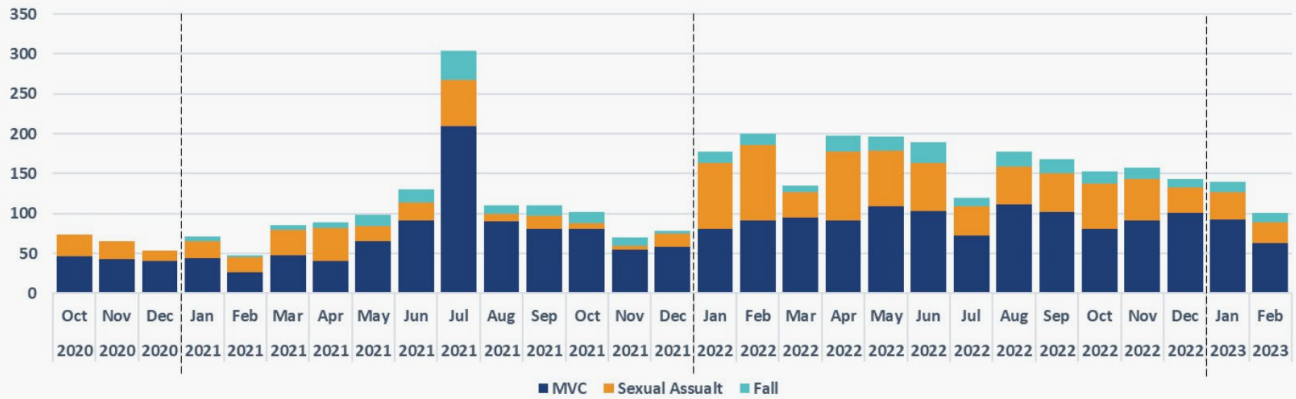




## | Securing the Most Calls and Cases

|  |                                  |
|--|----------------------------------|
|  | <b>MVC (Motor Vehicle Cases)</b> |
|  | <b>Sexual Assault</b>            |
|  | <b>Fall</b>                      |
|  | <b>NCI (New Case Intake)</b>     |

The personal injury law firm is acquiring more calls and cases. We'll show you specific case acquisition e.g. fall cases, as well as the firm's general case acquisition.

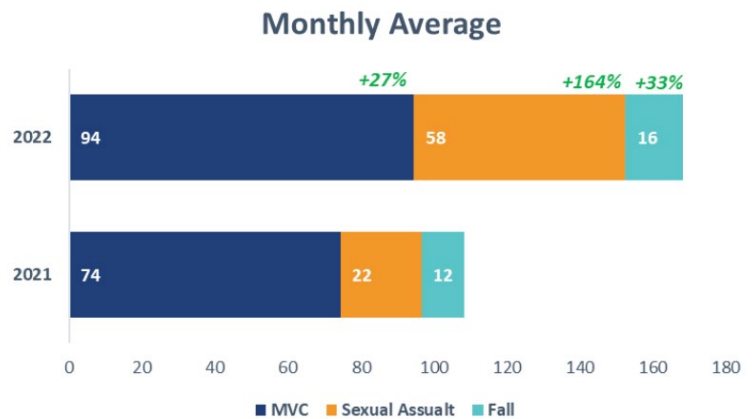


The firm is acquiring more cases in all of these areas.

+ On a year-to-year basis, the firm's monthly average increased by 27% more MVC (motor vehicle cases)

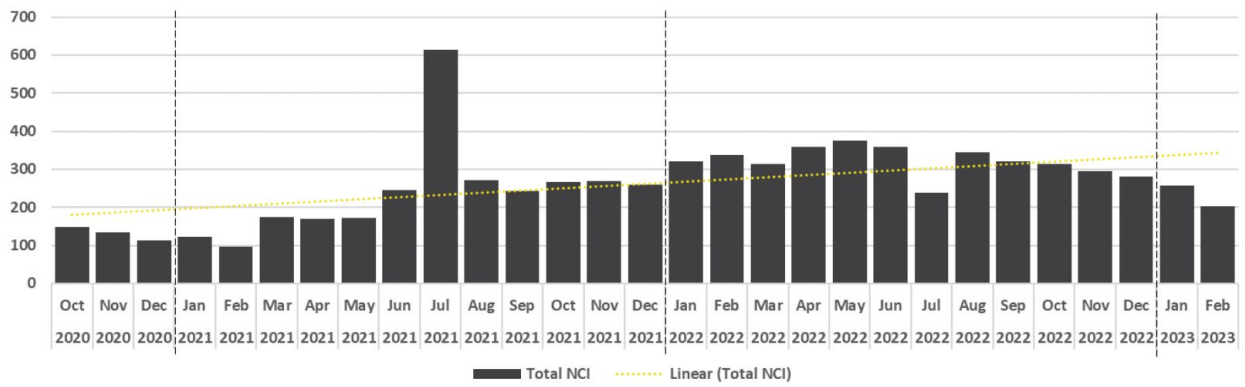
+ On a year-to-year basis, the firm's monthly average increased by 164% more sexual assault cases.

+ On a year-to-year basis, the firm's monthly average increased by 33% more fall cases.

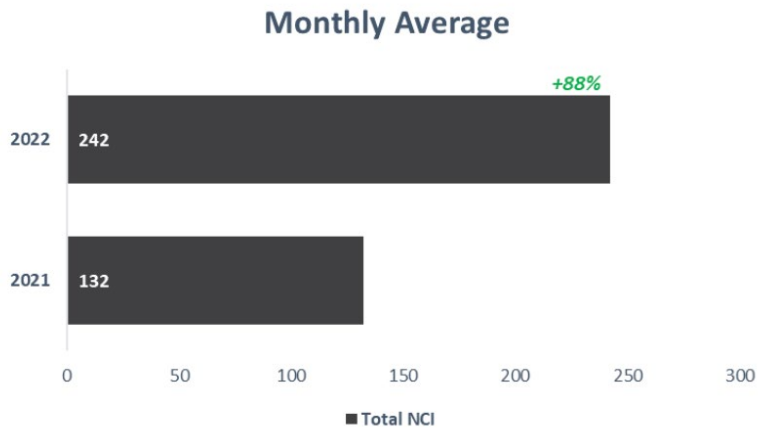




The firm is also boosting its new case intake.



To be more specific, when comparing a year-to-year basis the firm’s monthly new case intake increased by 87%



## Takeaway

### Be a Trailblazer

As the next generation of clients becomes increasingly tech-savvy and digitally engaged, law firms should be bold and experiment with different social media assets to attract them, as this firm has done.

The beauty behind social media is that it constantly evolves and offers new features to help your firm stay relevant. If you want to get the most out of your digital assets...

**We're here and ready to help**

