

Case Study of a Leading Legal Firm

How We Started ?

We get in touch with this leading legal firm who specializes in Intellectual Property Registration, Company Incorporation etc. Audit and Strategy make the first step towards our engagement with this legal firm then we started with revamping their website and our planning and implementation of our Digital Marketing Strategy.

Audit & Analysis

We started with analyzing the business and its audience & auditing the website to upgrade it to more SEO & User-friendly.

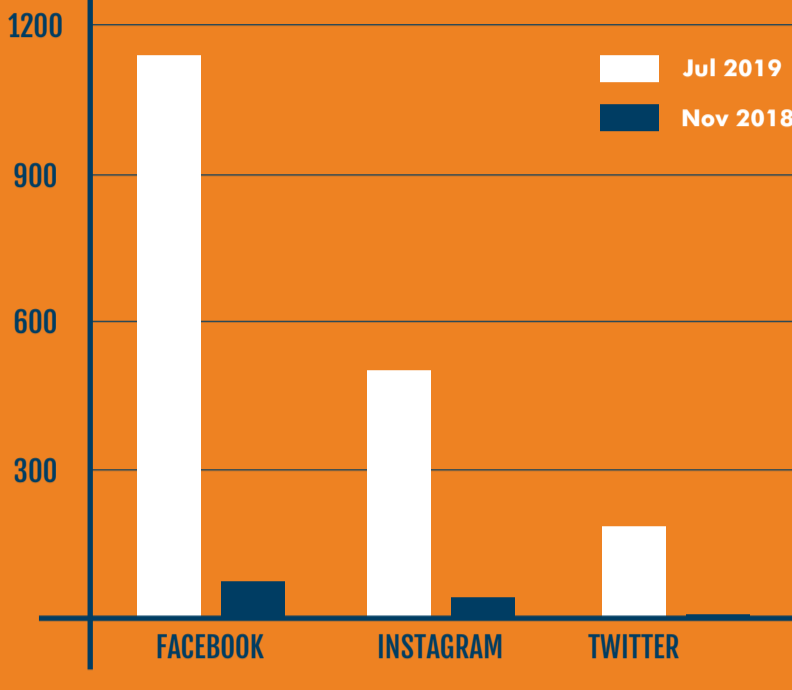
Planning & Implementation

Our very next step was planning the marketing strategy along with the media planning, budget allocation & SEO & Social Calendar.

Report & Return on Investment

Closely studying the weekly & monthly report and analyzing Return On Investment. Modify or add on in our plan if needed..

Our Audience



Organic Audience Growth From Nov 2018 - July 2019

This all started in Nov 2018, our legal firm was having a very minimum fan base / audience. Since then we have made a constant rise in our audience by using various tactics. We have come a long way just by using an organic approach. No paid page like campaigns were run to increase the page audience.

	NOV 2018	JULY 2019
FACEBOOK	0005	1172+
INSTAGRAM	0004	0441+
TWITTER	0000	0118+

Average Monthly Reach

Having a good customer reach is a key characteristic of good marketing and could lead to profits and the eventual growth of your business.

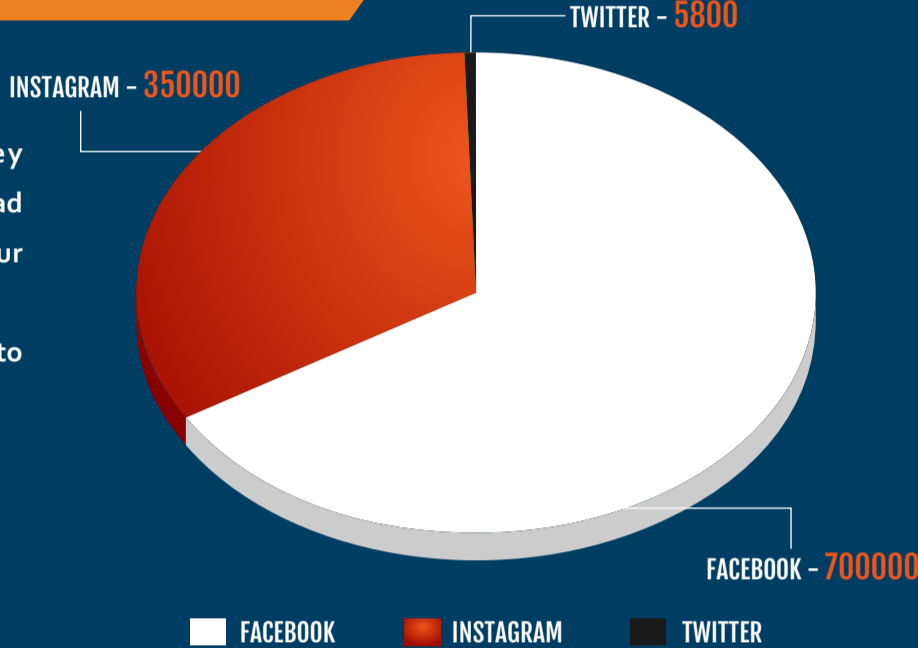
We have made sure that our brand reaches to our actual audience, i.e.

Average monthly

7,00,000+ on a Facebook

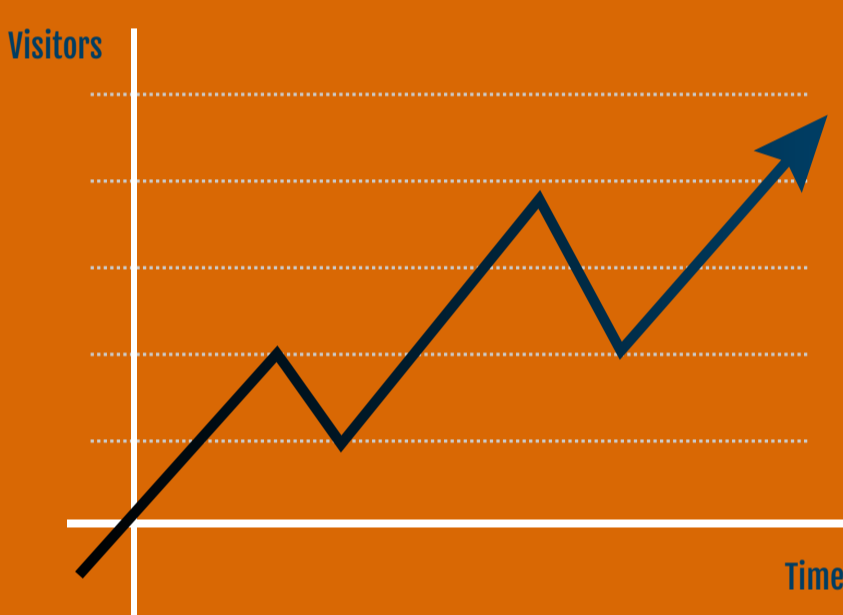
3,50,000+ on Instagram &

5800+ on Twitter.



Website Visitors & SEO Statistics

There are millions of active website present on the Internet today & if you want to get results from your website, like business leads or sales . it's very important to have targeted traffic on the website. Our SEO tactics help us to achieve the milestone.



More than **245.39%** Website Visitors growth since Dec '18

More traffic means more brand awareness and more exposure for your website. In order to achieve 245% of traffic growth, we implemented our Digital Marketing Strategy in a consistent & discipline way.

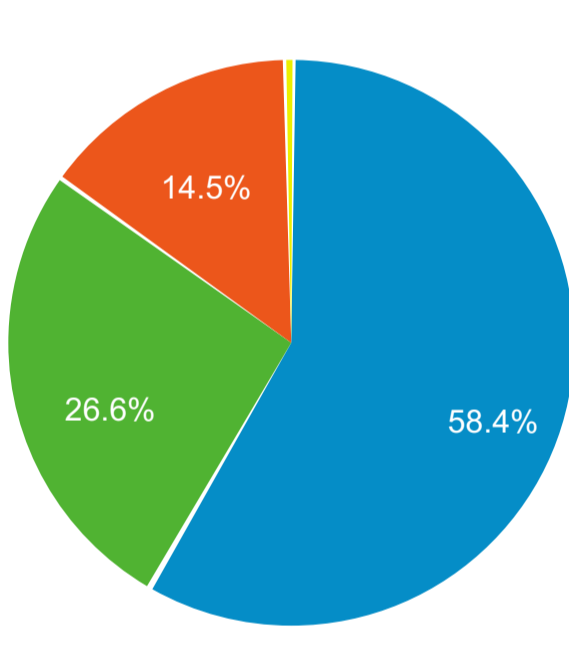
We Get More Than

58%

Website Traffic From Social Media

In initial days when it was hard to get organic traffic we have managed to increase our social media traffic by engaging and building relationships on each social media network. From being readily available for customers, brand loyalists & potential buyers we have directed them to our website hence increasing the website traffic.

Meanwhile, our keywords start crawling which leads to rise in Google ranking from where we start getting decent amount of organic traffic.



TOP CHANNELS
 Social Organic Search
 Direct Referral

Keyword Ranking



5 Keywords Ranking on First Page of Google

7 Keywords Ranking on Second Page of Google

11 Keywords Ranking on Third Page of Google

Upto **7-8%** Conversion Rate

Generally, only **1-2%** of website visitors become leads. In last 3 months through chat support services, we increased the leads up to **7-8%** of website visitors by engaging them in real-life conversations.

Chat Support



12668 Facebook & Instagram Ads

742 Google Ads

689 SEO & Chat Support

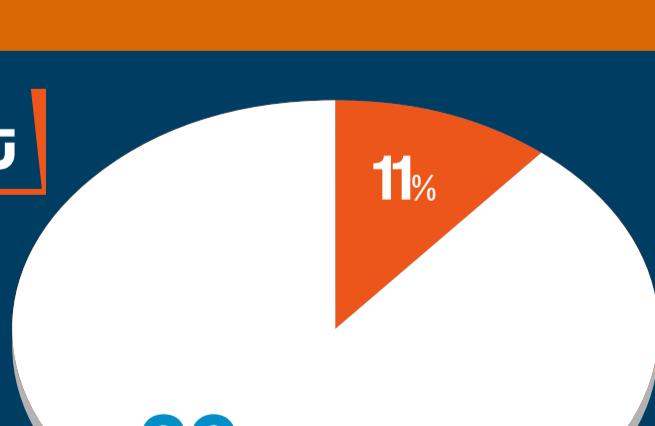
As per our media planning, we started with our paid campaign, Google Ads as well as Facebook & Insta Ads, After analyzing the conversion rate and ROI, we proceed with FB & Insta ads as we were getting better ROI from these platforms.

Also approaching all the website visitors through our live chat give us better conversion.

Return On Investment

◆ Current ROI **800%**

◆ Expected Annual ROI **1772%**



Invested Return On Investment



More Than **65%** Avg. Monthly Business Through Digital Marketing

We are grateful for the pleasure of serving this Legal Firm & meeting their expectation as promised.

Thank You.....!!!