

## Case Study

### Branding & Market Expansion • Legal Services Firm

#### Background

A legal services firm was looking to significantly increase its case load, improve profitability and expand into new locations. The partner attorneys were recognized as experts by other attorneys in their field, however the firm was virtually unknown by potential clients within their target segments.

Our client was interested in a marketing strategy that would focus limited marketing investments on key segments, build brand awareness and position the firm top-of-mind within their targeted segments.

#### Analysis and Teamwork

Our strategy team began by developing a better understanding of target client segments through E-R-S response segmentation. Additionally, we held in-depth interviews with the firm's partners to evaluate their messaging goals and constraints. Based on our analysis we structured a targeted branding and marketing strategy to focus spending on key market segments and critical client acquisition activities. Specifically, we crafted a campaign focused on generating contacts and requests for no-obligation legal information. Follow-up activities maintained contact and motivated potentials to become clients.

The Altyris creative team developed a strategic brand image, designed and produced marketing materials and structured the marketing campaign to take our client's brand message to the identified segments. Our media services team structured a highly specific media plan and negotiated best-price placements. Additionally, we worked with the client to develop scorecards and metrics for tracking progress and impact.

#### Results

Our strategy and campaign had immediate positive effect, resulting in a 300% increase in client acquisitions within the first month. Average income per client increased by more than 100%, the firm has successfully expanded into five regions and has added 3 additional partners.