



Case Study

Client: Legal Practice
Support (LPS)



Background_

Legal Practice Support (LPS) provides support for law firms and solicitors. Their services include bespoke Proclaim Development, IT and Costs Drafting.

Our Process_

Every business we have worked with has its own USP's (Unique Selling Points) and brand ethos. This is key to driving forward any marketing campaign.

Our unique discovery process identified the most beneficial clients to target for LPS using our successful 'LinkedIn Lead Generation' strategy.

Based on our discovery process, we generated a series of messages utilising our expertise and knowledge gained from previous successful campaigns.

The Objective_

Utilising the message series and identified target connections for LPS we carried out connection requests using a soft and rapport building connection message.

Once the new connection and potential client had accepted our connection request, we then followed up with a second message to inform them of the services LPS offer and initiate a call, Skype or face to face meeting.





Campaign Management_

Connection requests were monitored regularly and were responded to accordingly. Any inbox responses after our second follow up message were carried out within 24 hours, this is important as it connotes a rapid and organised business ethos.

Consistent and regular management is a key part of any 'LinkedIn Lead Generation' campaign.



Results_

Month 1

310 potential new clients approached
135 new connections generating 4 leads

Month 2

380 potential new clients approached
137 new connections generating 3 leads

Month 3

370 potential new clients approached
142 new connections generating 5 leads

Total budget spent: £1,185

Total business generated: £5,500

ROI (Return on Investment): 464%



“Since we have started working with KT Digital Marketing, they have vastly increased the number of enquiries we have been generating. In particular, they have worked closely with us on generating leads via LinkedIn, through increasing the number of connections, increasing traffic to our website and via approaching relevant parties in relation to our services. As a result, we have been able to continue growing our business both financially and in terms of staff count. We were particularly pleased that irrespective of our size, KT Digital Marketing were agreeable to work on a fixed costs basis per account, thereby ensuring that irrespective of the number of leads being generated, that marketing costs were kept within reasonable limits at all times.”

Robert Collington - Director

