

# Setting the Legal Bar for Digital Branding

A local law practice based in Los Angeles dedicated to criminal law and civil rights the practice is led by a Howard University School of Law attorney and focuses on giving others a second chance and educating its community on the legal system.

## CHALLENGES

- Looking to improve social media marketing to drive brand awareness and educate followers on the legal process.

## OBJECTIVES

- Create a unified single-branded online community to grow the practice's digital presence through online engagement, content development, and brand recognition.
- Become an influencer in the Instagram sphere for the legal industry.



**81% of law firms & lawyers say they maintain at least one social media platform and 51% of those who use social media leverage the platforms for their client base.**



-AMERICAN BAR ASSOCIATION 2020

**SOLUTION** With DGTL Agency and DGTLsuite's proprietary SaaS platform provided a streamlined process for engagement on Instagram; developed a bank of digital content, and data for strategies to grow and educate its audience.



Create

The Create tool allowed development, approval, publication, and amplification of social media content to build brand awareness and provided a space to educate a specific audience.



Engage

Engage along with SPS DGTL's BPO service managed all inbound and outbound Instagram engagements from a centralized hub to link digital, marketing, education and customer service for the law firm.



All SPS DGTL agents are digital native agents, was backed by a well-versed team of 24x7x365 digital agents provided a one-hour response time for all inbound Instagram comments building a potential customer profile database and providing a space for conversation and education related to the legal industry.



Analyze

With increased responses and overall volume came increased visibility and insight to data. Analyze allowed reporting to become simplified and streamlined and provided reporting on keywords, trending topics, and hyper-local insights.

## BUSINESS IMPACT FIRST 60 DAYS



INSTAGRAM ENGAGED USERS



WEBSITE VISIT FROM INSTAGRAM



INCREASE IN INSTAGRAM ACTIVITY



INSTAGRAM ENGAGEMENT RATE



INSTAGRAM PROFILE VISITS



INSTAGRAM USERS REACHED WEEKLY