



How Haus of Content created winning engagement for [Law Firm Name] in 6 months

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Background & introduction

[Law Firm Name] sought to elevate its brand to attract elite clients, transitioning from a reputation built on word-of-mouth to a digitally strong presence. The firm needed a strategic rebranding approach to position itself as the go-to firm for business professionals and high-net-worth individuals.

Like most adventures worth doing in life, it did not come without challenges. In this case, this law firm had difficulties in transforming themselves due to:

1. Limited digital presence and brand differentiation
2. Client base primarily consisting of lower-income criminal cases
3. Lack of structured content and digital engagement strategy
4. No clear value proposition for their new audience (high-value & executive clients)

Strategy & execution

Haus of Content developed a comprehensive rebranding and digital strategy tailored. We did this to reposition the firm, enhance engagement, and establish authority in five simple steps.

Step 1: defining metrics for success

At the beginning of our partnership, Haus of Content worked with the law firm to determine the most relevant metrics of success. To meet their goals, we decided upon the following metrics:

1. **Quality traffic:** this would allow us to measure if the updates created the proper awareness across all channels
2. **Quality leads:** this would allow us to see if the updates created the right opportunity for the new targeted audience
3. **Prospect engagement:** this would allow us to see if the content and new identity resonated with their audience, leading to opportunity creation
4. **Revenue:** this is the most important metric to our client, as they needed high-end money to sustain their growth in keeping high-end customers

Step 2: creating a new identity for the law firm

Our first goal in creating a new identity was to improve the value proposition & conversations of the brand. We met with the team to understand what their current challenges were and understood where they wanted to evolve into. This allowed us, over multiple brand discovery sessions, to reposition their marketing and their value proposition to align to their new audience. Instead of talking about <x>, we slowly pivoted the conversation to <y>, allowing the new audience to take them seriously. This was supplemented with a brand new tagline that was used to supplement the conversation with elite positioning.

Our second goal in creating a new identity was to create a complementary brand identity. Understanding the new type of conversation they wanted to have, we ensured that supporting elements of the brand also were updated and aligned to where they wanted to take the conversation. We created a brand new visual identity for the firm. Instead of more reflecting a traditional legal perspective, they now have one that reflects professionalism, prestige and trust. This was done through the use of a new logo, color palette, and typography that aligned to a more luxury and executive brand, while still retaining the elements they built their firm upon.

Step 3: updating the digital brand of the law firm

With a brand new identity, audience, and conversation, we needed to align the firm's digital brand. In order to do this, we updated the website with all the elements of the new identity: visual identity, legal expertise, success stories, about the firm, and available services from the law firm. In the background, automation was added for prospective clients to see available schedules and book appointments. Additionally, page templates were added to make updating the site later easier, faster, and more aligned to Google's SEO formula.

Step 4: creating high-impact content & thought leadership

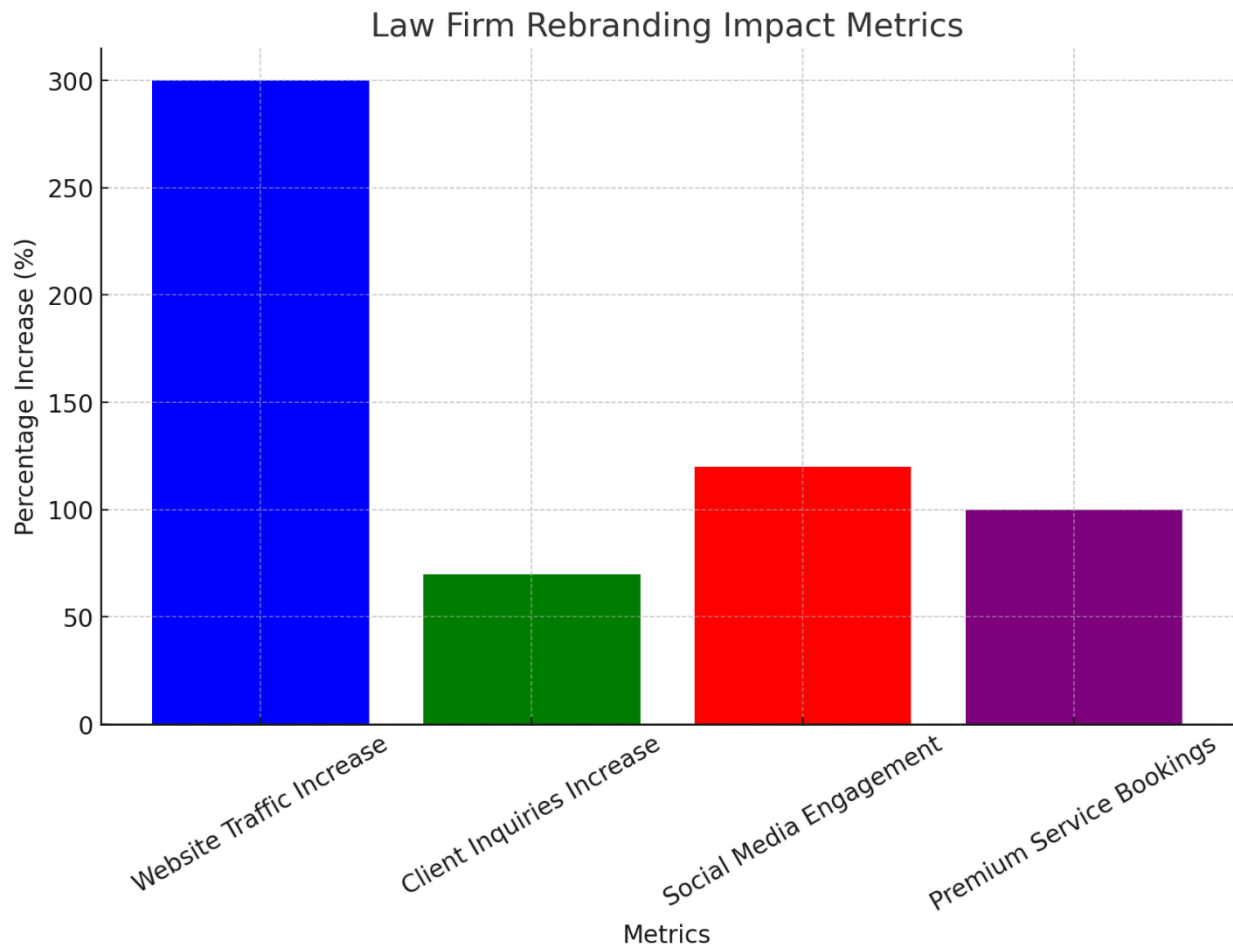
To supplement the core website's new identity and functionality, we needed to ensure that prospective clients could see the firm's value before coming to the core website. We did this by creating a blog with weekly legal insights that covered legal high-stakes and high-value issues. We also produced multiple short videos and podcasts that showcased the professionalism and strategy the law firm takes in handling high-stakes legal issues. We also transformed the firm's LinkedIn profile to include thought leadership posts that would allow others in the legal world to see the firm's prestigious value and take peers to the firm's website.

Step 5: investing in targeted advertising & engagement

To further give the firm digital dominance, we updated their other social media channels. We designed and executed Facebook, LinkedIn, and Google Ads campaigns that targeted business owners and high-net-worth individuals. For other digital channels, we created "lead magnets": e-books and legal guides that made curious individuals want to read and learn more about the firm and what value it provides to clients. We also developed a re-targeting strategy for individuals who had interacted with any content from the firm, but didn't take any actions to draw those individuals back into the fold.

Results & client testimonial

Results by metric

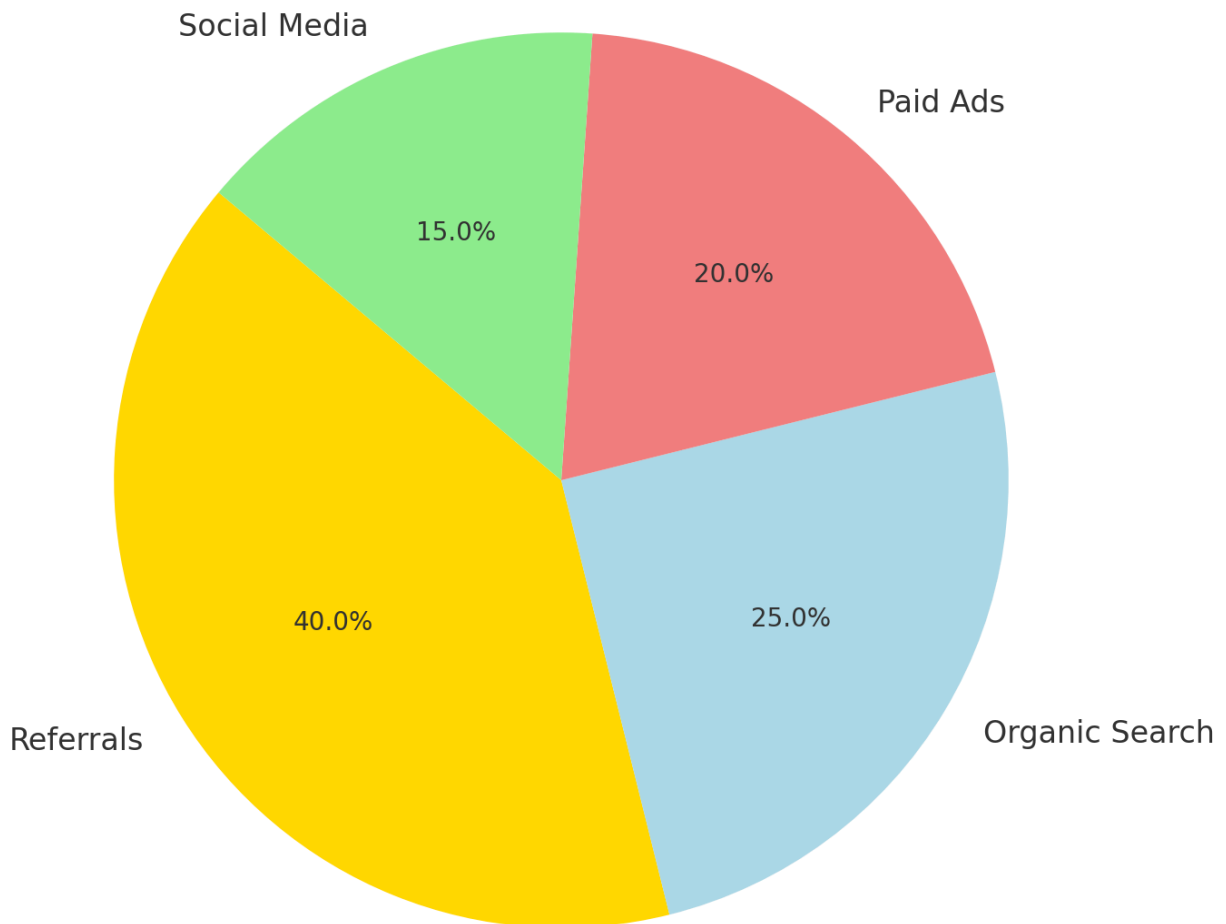


After launching the new identity, social media, website, and background automation, the law firm saw great success in each metric:

1. Quality traffic: the new experience created a **300% increase** in quality traffic from high-value clients
2. Quality leads: **70% increase** in inquiries from business professionals and executives
3. Prospect engagement: **engagement grew by 120%**, with increased shares and direct messages.
4. Revenue: **100% increase** in revenue generated from service bookings, leading to a higher client retention rate.

Results by type of prospective client

Client Acquisition Breakdown



Client testimonial

"Haus of Content helped us turn our vision into impact. Their rebranding strategy gave us the clarity, confidence, and engagement we needed to thrive."

Conclusion

Through strategic branding, a modern digital presence, and compelling content marketing, Haus of Content successfully transformed [Law Firm Name]’s reputation and positioned it as a top-tier law firm. This case study demonstrates the power of digital storytelling and targeted branding in the legal industry.

Want to elevate your law firm’s brand? Contact Haus of Content today!