

How Social Media works for Clutton Cox

Clutton Cox is a Gloucestershire based law firm specialising in conveyancing, wills and probate.

Principal Paul Hajek has run the firm since 1985. Now a staunch believer in the benefits of social media as a way to enhance the online profile and develop a network, Paul has embraced Twitter and blogging and last year won an award for the ‘most effective social networker 2010’.



After developing the firm’s website, Conscious delivered an introductory online ‘boot camp’ – in Paul’s words – consisting of hints and tips to accelerate their learning of how to get the most out of their new marketing asset.

After some research, and supported by the technical know how of Conscious, Clutton Cox was up and running with a blog and on Twitter.

Blogging and Tweeting ‘gets clients’ - Fact

A sweeping statement but this is how Paul sees it working. The more content you have ‘out there’ the better it is for the search engines. Paul gave an example of one incidence of a blog resulting in an instruction.

“One Friday night I posted a blog on ten things you need to know about conveyancing in Yate. Google indexed it within two hours. It was picked up over the weekend by a local resident looking for a conveyancing solicitor, who completed our enquiry form. On Monday morning, we had the instruction.”

Blogs Demonstrate Expertise

Via blogging, expertise in a certain field is demonstrated. A blog adds another dimension to the online presence; the expertise is demonstrated not only to potential clients who will be searching online for the services offered, but also in some cases to other professionals who may refer work, or even to the media who may wish to run a story on material that’s been commented upon.



“The more often you add to your online content, the more often Google will come round to visit to see what’s new, resulting in faster indexing for your new material,” says Paul. Paul sees blogging as the quickest route to boosting presence online. His tip is to take time to document thoughts as they occur and this will result in interesting content that’s not over-thought, but natural. *“And make sure your headline has the right degree of impact too,”* he says.

Clutton Cox incorporates the Conscious online conveyancing calculator into their website which Paul rates as an excellent tool, “and the blogging we do draws visitors to use it” he says.

Twitter adds Personality and allows Collaboration

Twitter promotes personality; it opens up introductions to other professionals with whom you can collaborate. Paul has received invitations to seminars and has been asked to join forces on various profile raising projects as a result of his presence on Twitter.



“Twitter isn’t really about getting clients” Paul says. *“It’s about educating others – your followers - and it’s also about continual learning via your peers – those who you follow. It’s a profile raising and knowledge boosting exercise that’s beneficial to you and those you work for and with.”*

Why Clutton Cox will Continue to Embrace Social Media

“We can convert visitors to instructions overnight without even having to speak to them: what does that say? Without this presence we wouldn’t be demonstrating the level of expertise needed to convert so effectively. I still remember the excitement of our first conversion; it may be hard work, but the time I spend on making this work is totally cost effective.”

Paul continues to say *“We couldn’t do what we do without the right technical architecture in place; which is where Conscious comes in.”*

For more information on our Social Media training and consultancy service, go to

<http://www.conscious.co.uk/socialmedia>

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