

Conscious Solutions
Service Factsheet

Account Management Service



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Account Management

On-going support for Law Firms that want their websites to become a successful part of their marketing campaign and meet the goals of their business plan.

The creation of a website should never be considered a job that comes to an end once the site goes live; rather it should be an ongoing project which is nurtured so that it develops into a finely tuned engine that meets the objectives of a firm's business plan and works in harmony alongside other marketing initiatives.

"I like having one dedicated point of contact."

Robin Evans
Boys & Maughan Solicitors

Conscious Solutions recognised a need for on-going support and assistance in making this happen, and so developed their Account Management process.

As part of the much-praised process, new clients are allocated their own dedicated Account Manager who becomes their single point of contact, helping with specific queries, proactively offering advice and acting as a sounding board for ideas and suggestions.

ACCOUNT REVIEW FREQUENCY

Periodically, on a schedule agreed with each law firm, an Account Review is undertaken either at the client's premises or via an online voice & screen sharing conference. These reviews are very thorough and encompass everything to do with the firm's website, its development and progress in meeting the firm's marketing objectives. Details of forthcoming seminars are communicated and demonstrations of the latest ideas and tools designed to make life easier for clients are given.

MAKING A SUCCESS OF YOUR WEBSITE

Recent research* suggests that many companies fail to analyse and optimise their digital marketing strategy as diligently as they do other areas of their operation. However, clients of Conscious Solutions benefit from ongoing support in analysing and optimising their website so as to produce the very best results; results that draw new business.

An essential element of effective online marketing is analysing where website visitors are being referred from. During each review, the Account Manager runs through the Google Analytics reports, communicates the results and highlights any areas for improvement by using proven techniques.

Lizzie Heffer, Marketing Director, Things, likes the service for its pro-active nature.

"The Account Management service provided by Conscious Solutions has been invaluable in ensuring that Things remains at the forefront of all aspects of new developments in digital marketing for law firms. The Conscious team is pro-active in its advice and innovative in its thinking, ensuring that we always get the best from our website."

Lizzie Heffer
Things LLP

*Study by Fasthosts Internet

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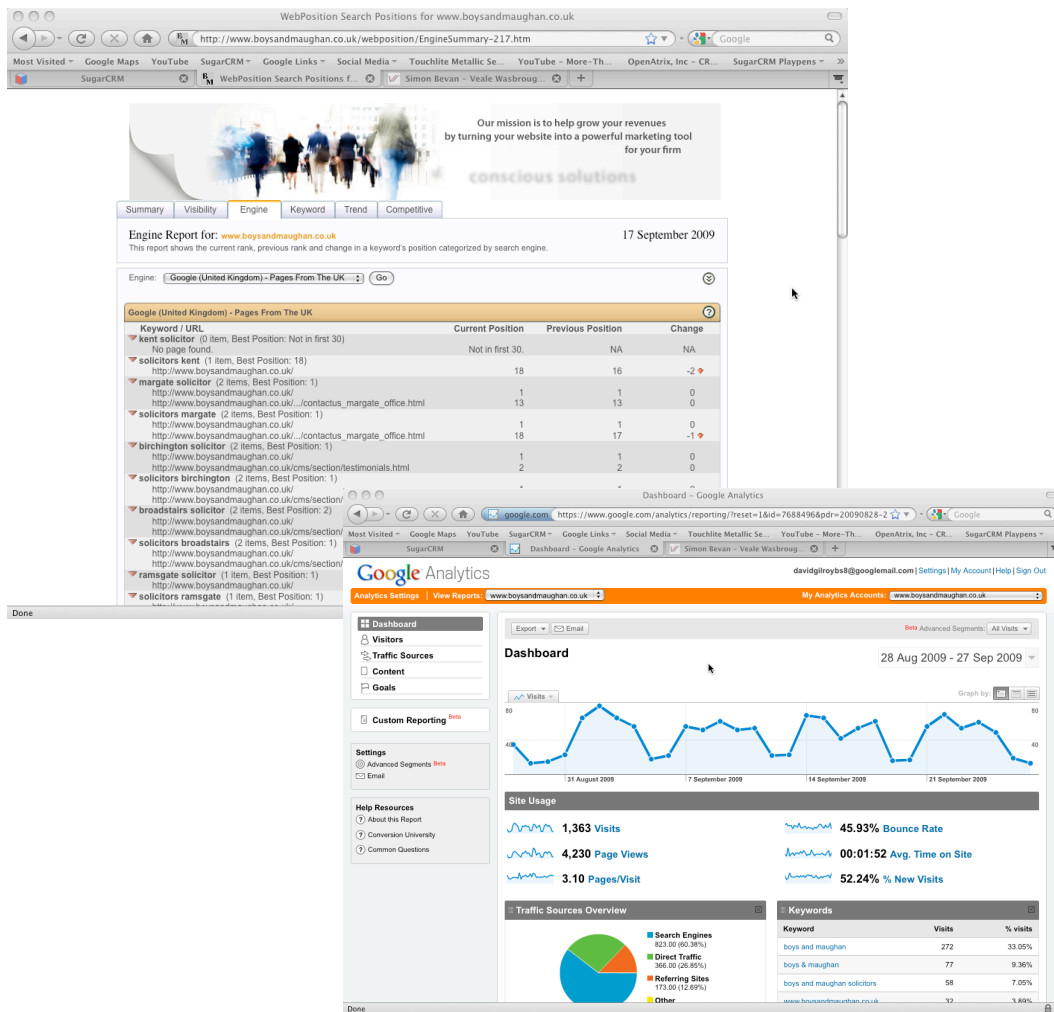
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WHAT ACTUALLY HAPPENS IN AN ACCOUNT REVIEW?

At an agreed date & time we will call you and set up an online demo using <http://www.glance.net/> This allows you to see your Account Manager's screen as they talk you through various reports. The review typically covers :

- Analysis of website visitor statistics using Google Analytics
- WebPosition search engine ranking report
- Forum for the discussion of marketing and website development ideas from both sides
- Assessment of recent web and marketing initiatives
- Details of forthcoming client events and publications
- Interactive demonstrations of new products



Sample WebPosition and Google Analytics Reports

NO MORE MARKETING IN ISOLATION

We've found that those with responsibility for the marketing of their law firm can often feel isolated and in need of someone to bounce ideas off. The Account Review allows this to happen but, taking things further, it is a forum for the Account Manager to proactively suggest

"Very proactive in making suggestions."
 Tim Morgan
 Barwells Solicitors

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initiatives they feel could work based on their extensive knowledge of what has been successful with other firms.

Robin Evans likes the fact that he can run ideas past his Account Manager, *"They'll tell me what they think of my ideas and whether they could work, based on their knowledge."* He also cited the integration of a range of marketing initiatives - including the content library, newsletters and client surveys - as something that has proved majorly successful in creating a strong profile and presence amongst clients.

"Without this support, things would be very different."

Robin Evans
Boys & Maughan Solicitors

CONSCIOUS ACCOUNT MANAGEMENT: PURE ON-GOING MARKETING SUPPORT FOR LAW FIRMS

As a client of Conscious Solutions, you are entering into a relationship that offers continual support and backing that will allow you to get the absolute most out of your website and your marketing.

"Conscious is a forward thinking company that's not afraid to try new ideas."

Robin Evans
Boys & Maughan Solicitors

ACCOUNT MANAGEMENT TEAM

David Gilroy – Account Director
Sarah Joyce – Head of Account Management
Steffan Cole – Account Manager
Simon Crozier - Account Management
Claire Worgan – Account Manager

To arrange an Account Review, please call 0117 325 0200 and give your company name and you will be put straight through to your assigned Account Manager.

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