

£100K in New Instructions thanks to Social Media

Higgs & Sons Solicitors is a long established law firm with two offices in the West Midlands.

IT Director Stephen Brown had been investigating means by which the firm could increase traffic to the firm's website, raise their online profile and create a platform for trainees to share experiences and feel supported.

He attended a Conscious Law client seminar on social media integration in June 2010 and returned inspired and ready to encourage the firm to 'join the revolution'.

Conscious were invited to present at the launch event of Higgs & Sons' social media activities and gave an inspiring talk, in particular, about how to get the best of out of LinkedIn.

The Previous Attitude to Social Media

Previously, social media had been touched upon by a few members of the firm but its use was very disjointed; whilst some considered it second nature to network online, others were not convinced it was time well spent and the Partners were concerned it may not give the right impression to their high value clients who would perhaps consider their lawyers should be busy working rather than spending time online.

It was decided however that, providing a code of conduct was set down with guidelines on networking with the right type of contacts and time limits set, the project could be trialed to see if it would make a difference.

Meeting the Objectives

There were three main objectives for the campaign and each of them was met:

1. Increase website traffic

LinkedIn was previously the 13th highest referrer of traffic to the firm's website and Facebook hadn't been set up and so was not responsible for any traffic at all.

Since the campaign was launched, LinkedIn and Facebook have moved into the top 6 referrers and traffic has increased as a result of these additional channels.

2. Enhance online presence

Having set up several LinkedIn profiles and created a Facebook platform, Higgs' online presence increased substantially; now there wasn't just a website, but countless other vehicles by which clients and contacts could find the firm and its lawyers.



3. Trainee Interaction & Internal Marketing

Higgs & Sons has a strong commitment to supporting its trainee solicitors. By creating a [Facebook page](#), the trainees were provided with an interactive forum which enables them to promote fund raising and social events, share experiences, impart advice and generally feel engaged with the firm; all a boost for internal marketing within the firm.



The page has 30 followers, provides valuable links to the firm's main website and acts as another platform to enhance the online presence.

The Results: £100K in new instructions!

Various departments of the firm said they had got work or made beneficial contacts as a direct result of creating a LinkedIn profile and seeking connections.

In the Corporate Department, one fee earner had previously had a very lucrative contact at their last firm who was an excellent referrer of work; they had lost contact however, but were reunited via LinkedIn and within weeks a client had been referred who brought a considerable amount of fee income and is set to continue to do so.

Change of Attitude: The Importance of Networking

Encouraging members of staff to be proactive in their networking online resulted in an overall change of attitude to networking generally; an appreciation of the importance of nurturing professional relationships, interacting and maintaining contact with colleagues both inside and outside the firm was improved and the benefits were noticeable.

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

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



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client case study

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