

Account Management & Digital Marketing Support

Case Study

“Conscious advised us that we should update our website to HTML5. This would allow us to have a much more efficient site, supported by any device, desktop, tablet or mobile. Thankfully, we were guided the whole way.”

Andrew Anthony
VANDERPUMP & SYKES

conscious

brand, design & marketing for law firms

At Conscious, we offer an Account Management & Digital Marketing Support service for on-going support beyond your website launch. Your Account Manager will be there to guide you through every marketing campaign and help you to reach your business plan goals.

A website is a constant project; the journey doesn't end when it goes live. It needs to be developed and nurtured to reach its full potential.

We recognised a need for on-going support and assistance in making this happen, and so developed this support service.

As part of the much-praised process, all clients are allocated their own nominated Account Manager who becomes their primary point of contact, helping with specific queries, proactively offering advice and acting as a sounding board for ideas and suggestions. The Account Manager is ably backed up by our Customer Service team.

Making your website a success...

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 benefit from continuing support in analysing and optimising their website so as to produce the very best results; results that draw new business.

What happens during an Account Review?

At an agreed date and time we will call you and set up an online screen sharing session 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:-

- Analyses website visitor statistics using Google Analytics
- Reviews a search engine ranking report
- Provides a forum for the discussion of marketing and website development ideas from both sides
- Assesses recent web and marketing initiatives
- Details forthcoming client events and publications
- Allows for interactive demonstrations of new products, techniques & services that might support the ongoing development of your online marketing strategy

Make marketing a team effort

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 also provides a forum for the Account Manager to proactively suggest initiatives they feel could work based on their extensive knowledge of what has been successful with other firms.

Abby Winkworth from IBB Solicitors appreciates the advice that doesn't just recommend digital solutions. Just being there to help and give valuable advice is what we aim to do:

"Some [solutions] don't include digital. It takes confidence and professionalism to recommend courses of action that don't include your core service. A confidence born out of the certain knowledge that, in the end, the trend is swinging your way!"

Jack Fairweather from Fairweather Law is pleased with the general efficiency of our service and the after care from his Account Manager:

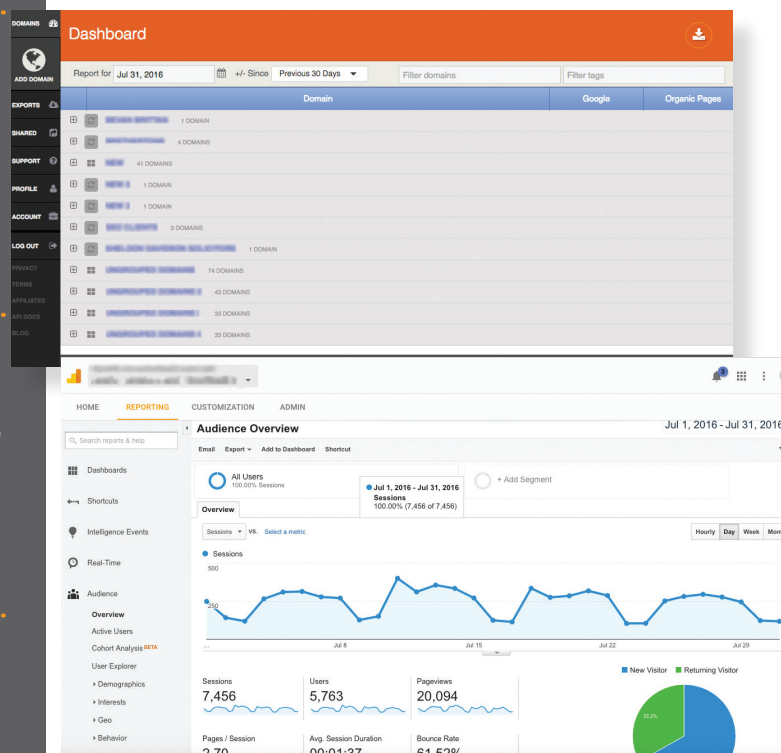
"Conscious have done an excellent job. I asked Marloes if Conscious could design something for us, and what we have received back has exceeded my expectations. Barbara did the design and Kayleigh was in contact with me throughout. Overall, it was a very slick operation and the design is lovely."

Peter Mills, Marketing Manager at Harrowells says :

"Kayleigh, thank you for a really helpful session. I realise you are spinning lots of plates at the moment and am especially grateful you could spend time explaining some basic (but essential) points to us. Conscious at its best!"

Steve Watson from Goughs appreciates the help and motivation that his Account Manager brings:

"Conscious are wonderful. My account manager is responsive, helpful and wants to get things done."



Digital Marketing Support Team

David Gilroy – Managing Director
 Dan Hodges – Head of Account Management
 Chris Pearce – Strategic Account Manager
 Sahra-Marie Tulloch – Account Manager
 Jake Ruck – Account Manager
 Katie Blake – Account Executive
 Sarah Wyatt – Head of Marketing Services
 Jamie Stevens – Search Marketing Manager
 Chris Mundy – Search Marketing Manager
 Colin Harrison – Paid Search Marketing Manager
 Laura Morris – Social Media Manager
 Ed Prior – Senior Copywriter

To arrange a review call or meeting, 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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This service is provided on a use-it-or-lose-it basis