



# EVOLVE MARKETING

AMPLIFY YOUR CONTENT WITH PAID  
ADVERTISING (CASE STUDY)

# Why is this important?

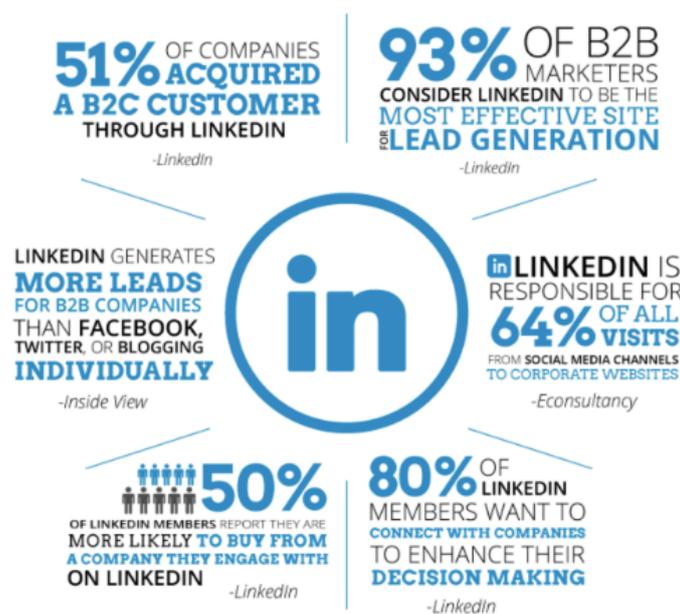
Every day, firms invest hours, dollars and creativity to develop content that a negligible percentage of people actually see. Great content is not enough to win in social. It requires paid media.

Many brands now spend over 90 percent of their dollars on content creation, and that simply isn't working. Producing great creative without paid media behind it is like setting up a candy store in the desert. This means that both emotional and functional content must be developed to move audiences.

## How Does it work?

Evolve Marketing is comprised of an innovative and seasoned group of marketing professionals, consultants and coaches with extensive experience in social media advertising.

We help law firms benefit immensely from advertising on social media and we have proof to show you how we have done exactly that for multiple firms just like you.



## Case study: Our client

In February 2019 we were approached by a large corporate law firm to help amplify their content. The goal was to reinforce its position as a thought leader and expert in the law industry dedicated to ongoing dialogue.

For obvious reasons we signed an NDA with this client and with all of our corporate clients.

What we can disclose is part of the strategy and some of the statistics and graphs of using Evolve Marketing to amplify their message through paid advertising.

# WHAT WAS THE FIRST STEP?

First we conducted a situation analysis.

1. Understood current marketing strategy - 3 key objectives they were looking to drive
2. What digital assets are currently set up & full data report on whats working and not.
3. Skills audit to see where the marketing team might need help

Once we completed the situation analysis we built out multiple campaigns on LinkedIn and other social media platforms to amplify the amazing content the team had created. You see the problem was that their was so much time being spent on creating the content and no time on actually showing it to the right people.

Below is a snippet of the difference between organic posting and paid posting on LinkedIn over the month of November for this client.

While these unprecedented numbers are impressive, of even more value to our client is the quality of new followers and new relationships. It has reached not just many people, but also the right people. Its current follower count surpasses that of its peers and our client has benefited from a huge increase in engagement. Now with this strategy we did utilise multiple organic strategies that we unfortunately can not disclose.

## Organic advertising

Status	Likes	Comments	Shares	Follows	Other Clicks	Total Social Actions
Total	30	3	3	8	19	63

## Paid advertising

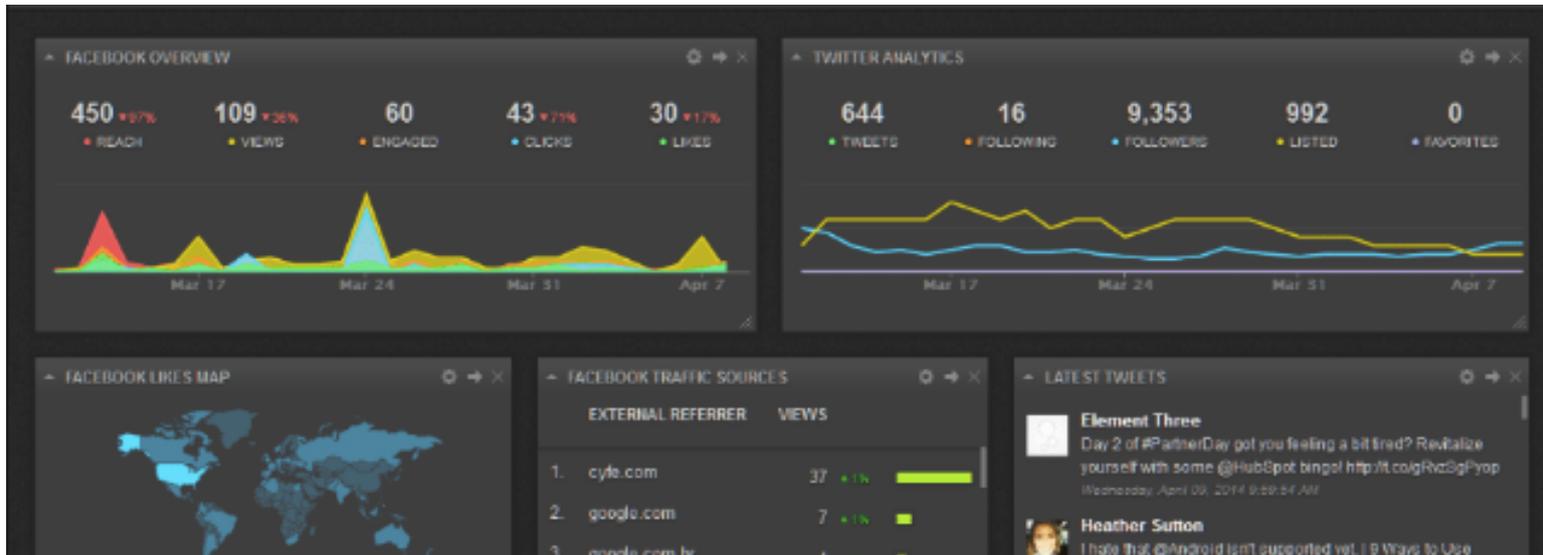
Time series	Demographics	All campaigns	Search by name	Export	
Conversions	Leads	Impressions	Clicks	Social actions	Total spend
1,071	0	3,194,829	628	63	€2,179.17

Show graph for Clicks



## Results from paid campaign

- LinkedIn increased the number of website hits by 60% in the month of November.
- Increase in conversations with solicitors by 22%
- Increase in brand awareness by 180%



## Retargeting & Data collection

Evolve Marketing data team had been collecting the data of all website visitors. Learning and understanding the customer journey - What pages they viewed, how much time they spent on each page.

Then we used retargeting methods to get back in front of our clients ideal customer with relevant content based on what they viewed on the website - FAQ's, White-papers and articles.

## Results from retargeting

- Out of the 60% increase in visitors - 12% visited the website a 2nd / 3rd time
- Increased the conversations with solicitors by an extra 7%

## What did the campaign cost

Total spend for November was €2500