



# Digital Marketing for Law Firm

## PROJECT DETAILS

Digital Marketing

Sep. 2021 - Ongoing

Less than \$10,000

*"I feel confident in them getting the job done."*

## PROJECT SUMMARY

To increase their online presence and lead volume, a law firm hired Cato Marketing. The team is tasked with handling the client's overall digital marketing efforts, including coming up with keywords.

## PROJECT FEEDBACK

Cato Marketing's contribution has effectively boosted the client's lead volume, meeting their expectations. The team's extensive marketing expertise allows them to execute their tasks in a timely and thorough manner.



## The Client

Please describe your company and your position there.

We are a law firm specialising in providing legal advice to charities of all sizes.

## The Challenge

For what projects/services did your company hire Cato Marketing, and what were your goals?

Increasing our online presence and create leads.



**Helen Harvie**  
Director, H3 Solicitors Limited



**Legal**



**1-10 Employees**



### CLIENT RATING

**4.5**

Overall Score

Quality:	4.5
Schedule:	4.5
Cost:	3.0
Would Refer:	4.5



## The Approach

How did you select this vendor and what were the deciding factors?

The fact that Cato Marketing were specialists in marketing legal services.

Describe the scope of work in detail, including the project steps, key deliverables, and marketing tools used.

First we set the goals required, we then put together key words to use. the rest was very simple. we left Cato to do their thing and the results came in.

How many resources from the vendor's team worked with you, and what were their positions?

In total we met 3 members of staff. All very capable and friendly.

## The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

We have increased our leads to the perfect position.

How effective was the workflow between your team and theirs?

Very good they have answered our questions and have just got on with the work. I feel confident in them getting the job done.

What did you find most impressive or unique about this company?

They just get on with the job at hand and the firm then has to focus on the leads.



Are there any areas for improvement or something they could have done differently?

None.

