

# CASE STUDY

## *Private Sector – Professional Services*

### Challenge

Our client, a Brisbane-based law firm, was seeking to rebrand and enhance its visual presence in the market place, develop new marketing materials and conduct promotional activities to communicate with and attract target audiences.

### Actions

1. The first activity that we undertook was a briefing session with the senior leaders of the firm. We identified their marketing objectives and worked with Amy Bent from Mirador Creative ([www.miradorcreative.com.au](http://www.miradorcreative.com.au)) to establish a new professional brand and corresponding stationery suite for the organisation
2. We also developed a new tagline for the organisation to clearly convey their points of difference and service offerings to clients
3. We then established a range of effective marketing materials – written to appeal to the needs of the target audiences. Working together across content and design (with Mirador), we created finished products that are highly functional and aesthetically pleasing
4. We have conducted media profiling activities for this client – achieving key feature pieces in national press and local press (five industry magazines, The Courier-Mail and The Australian among others)
5. We have developed a client management program for this organisation and are working with them to increase referrals and enquiries through dedicated activities

### Outcomes

These activities, conducted over a six month period, have to date achieved:

- A new, competitive and attractive brand for the organisation
- A relevant and high quality tagline
- Attractive and user-oriented marketing materials
- Publicity through a wide range of media channels – increasing profile and opportunities for the organisation
- Increased client engagement and dedicated referrals processes
- Increased enquiries and leads for the organisation

*Watch this space ... more activities and measurement activities planned for the future.*

For more information about creating effective and efficient marketing activities for your business, please contact me on 07 3899 8335 or email [megan@marketsavvy.com.au](mailto:megan@marketsavvy.com.au) .

Best wishes

*Megan*

***SPECIAL REQUEST:***

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