



EVERY GREAT WEB CAMPAIGN NEEDS SOMETHING EXTRAORDINARY

UNIQUE CREATIVE ASSETS BRING AUDIENCE, LINKS & NEW CLIENTS

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WHAT IS A CREATIVE ASSET AND WHY SHOULD YOU INVEST IN ONE?

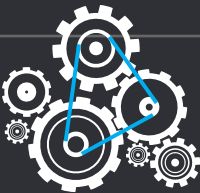
Imagine your website having something your competition could never have... an X-Factor that they WISH they would have thought of first... a powerful asset that drives new visits and reinforces your firm's dominance and expertise.

This is not just another piece of content, but a captivating interactive experience that provides insights and crucial information or tells a fantastic story to engage visitors with your law firm's website in an unparalleled way.

CREATIVE ASSETS:

- Separate you from your competition with a valuable, unique asset that will draw more traffic, and generate more leads.
- Establish your firm as an authority in your industry, and on a given subject.
- Earn organic links from other websites, and through social media, boosting your online profile.

2

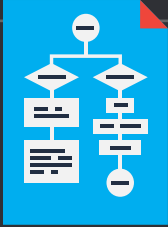


WHAT IS THE PROCESS?

The creative process has been developed into a series of steps that allow our team to create a full-service micro campaign based on your firm's personality, brand and goals. We then give you expert insight on ideas and trends so we can develop the most tailored and innovative creative asset for you.



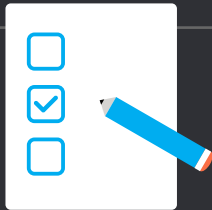
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WHAT IS INVOLVED IN PLANNING?

- S.M.A.R.T. Goals for each project are determined.
- Element Mapping is used for deeper client insight.
- Mind Mapping is incorporated to find client/idea correlations.
- An in-depth, intensive ideation process develops a great number of ideas, which are qualified against goals and the top 3 ideas are presented to you for feedback.
- An idea is chosen and the asset is created.

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WHAT ARE THE STEPS IN CREATING AND PROMOTING THE ASSET?

- **Design** - Our team creates an interactive and visually appealing, exciting asset for your website.
- **Development** - We take the time to make sure it works great, and provides a superior user experience.
- **Outreach** (*Bloggers & Influencers*) - We spend a great deal of time and effort to promote the asset to interested individuals and organizations who would share or link to your asset.
- **Public Relations** - Our team can help gain exposure and awareness for your firm by publicizing your creative asset and your firm's connection to something unique.
- **Social Media** - Creative assets developed by our team are ideal for promotion and sharing on social media, further expanding your audience and awareness of your firm.

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HOW CAN YOU GET STARTED WITH THE PROCESS?

Please call us at 844-262-6807, or email us at getmore@consultwebs.com for more information. We can work together to determine the appropriate timeframe and approach to begin your creative project.

