

# Set Your Firm Apart

BUILD YOUR BRAND WITH A  
COMMUNITY-BASED CAMPAIGN

## WHY BE DIFFERENT?

In the competitive space of lawyer marketing, it is essential for firms to develop a unique approach to branding. Find your niche in a social responsibility campaign and your brand becomes a force for good. Create a positive impact and expand your potential client base far into the future.

## Consumers Reward Companies That Have A Heart

Attach your firm name to a great campaign.

It will foster loyalty and trust in your brand for years to come.

93%

of all consumers have a more positive image of companies that support a cause.

90%

are more likely to trust and be loyal to a company that supports a cause.

82%

are influenced to purchase products and services from companies that support a cause.

# What is a Social Responsibility Campaign?

**At Consultwebs, our Team has the knowledge and experience to:**

- Conceive of a social responsibility campaign
- Plan the full campaign
- Develop a Web asset for the campaign
- Manage social media presence
- Foster relationships to support your campaign
- Leverage public relations to reach a broad audience

Built around a social issue affecting your community, these campaigns are about creating a brand that cares by doing good. It's not simply supporting a local charity, **it's crafting a cause and putting your firm name behind it.**

“ **86%** of Americans say **Learning about a company through news coverage**

*is more influential and credible than seeing a company's advertising.* ”

- Source: Starch Research

**CREATE A CAUSE,  
CREATE CLIENT ENGAGEMENT**

## Create a Buzz with Public Relations

**Leverage your public relations skillfully using press releases, social media and other PR outreach.**

To create brand awareness around your campaign, PR is essential to your overall plan. Publicity around your social responsibility campaign will also build your brand's reputation and keep it in the minds of those touched by your campaign.



| [getmore@consultwebs.com](mailto:getmore@consultwebs.com) |

800 872 6590

# A building from the bottom up

Our client **Charles R. Ullman & Associates (family law)** The campaign **Fraternities4Family**

## The Blueprint: Relevant Website Content

**Strategize for the long-term.** Before launching the social responsibility campaign, we created an extensive content piece for the client's website: a 20-page resource that provides need-to-know information for domestic violence victims. It creates strong SEO value, provides an asset to market and builds links to the site.

**The long-term view:** During the campaign, it provided credibility that the client was committed to the cause.

### Add walls and a roof: Write and Design Content

#### Content and design define the campaign's tone.

We created Web pages for the campaign. To publicize it, we wrote and designed content for emails and pdfs to digitally share or hand out. We suggested events to accompany the campaign.

#### Face of the campaign:

We branded all content with a campaign logo, as well as the firm logo.



### Complete the building: Launch and Steer the campaign

#### Where the action is:

##### boosting the brand.

During the life of the campaign, we kept continual contact with participants and provided documents they needed for promotion of the campaign. We created a social hashtag, bolstered enthusiasm and put PR in high gear with outreach and press coverage.

#### Dedication to a cause:

We kept up the energy throughout the campaign. We focused on doing good.

### The foundation: Plan the Campaign

#### Detailed planning and skillful management.

We created a compelling story with PR in mind: fraternity men raising awareness about domestic and sexual violence, and fundraising for local domestic violence agencies.

**Doing good:** The campaign supports organizations that help victims, and educates the community about a problem to prevent future victims.

**The unexpected:** Fraternity men are at the forefront.

### Frame the structure: Parts and Participants

#### Identify components of the project and the players early.

We involved participants who would be actively engaged and get the campaign added visibility using social media. We developed a timeline, content, design and outreach. Participants included Greek Life staff and selected fraternity members, staff of the domestic violence agencies and staff from state level domestic violence organizations that served as advisors to the campaign.

**Generate enthusiasm:** Enthusiasm about a good cause is infectious and helps generate buzz.

## This is just the beginning

### Put the space to use: Keep the Campaign Alive

Annual campaigns increase brand visibility each year. The value of a social responsibility campaign grows; the relationships we built in our first year will strengthen the campaign's reach next year.



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