



DRUM  
HITS

CASE STUDY  
PROJECT CATEGORY:

**Law firms &  
professional services**

#### THE CLIENT:

**ANTUNES**  
LAWYERS

#### THE MESSAGE:

When you take  
time to get your  
digital footprint  
right, you get crowds  
of new clients



**DRUMDIGITAL**

– The sound of better digital –

#### THE PROPOSITION:

**New legal clients are already out there looking for you**

If you're an Australian law firm with room for more clients, digital marketing should be right at the top of your to-do list. Because the new business you're looking for is already out there, already looking for you... you just need to make sure you appear on the right platforms, at the right time, with an informed voice that your audience can hear clearly.

#### THE EXPERTISE:

**Drumming up new legal clients with skilful digital strategy**

As a law firm looking for new business, you're too busy to be too deeply involved in the day-to-day marketing – we get that. We also know that you have extra-sensitive concerns about what you say and how you say it to your potential clients. Understanding these nuances around legal marketing is what drives Drum Digital's undisputed expertise in the space.

#### THE SOLUTION:

**A dynamic digital partnership, with no big spend**

As this case study shows, achieving huge enhancements to the performance of your digital presence and the new business it delivers does not have to involve a massive marketing spend. For a much better value alternative, needing much lower capital outlay, you can engage Drum Digital on a small monthly retainer – so we're always by your side, strategizing and executing on an ongoing basis.

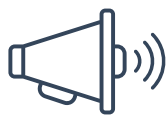
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**If your law firm has room for more clients, read  
the following evidence on how digital marketing helps  
you attract them**



#### THE BRIEF:

Mid-sized law firm  
looking to grow  
with quality leads  
which convert to  
new business



#### THE ACTION:

End-to-end digital  
enhancements,  
implemented  
by experts in the  
marketing of  
legal services

#### UNDERSTANDING:



##### LANDSCAPE

Conducted a deep dive into the rhythm of the business by examining growth goals, competitors and key challenges.



##### AUDIENCE

Analysed the client's audience profiles to ensure we fully understand who we're talking to and what they need.



##### MARKETING

Strategised how digital marketing can better support existing new business activity, such as follow-ups on face-to-face client meetings.



##### CHALLENGES

Prioritised their key challenges to getting new business and planned a robust digital footprint which addressed them powerfully.

#### IMPLEMENTATION:



##### VISIBILITY

Implemented regular program of thought-leadership and practical help content via blog posting and social media.



##### USABILITY

Redesigned website page structure, functionality and content areas to ensure the best possible digital user experience.



##### QUALITY

Re-wrote crucial website category and service pages to optimise visitor engagement, interaction and conversion.



##### EFFICIENCY

Executed comprehensive digital strategy with all overheads comfortably covered by the client's low-cost monthly retainer.



### THE EVIDENCE:

After just 1 year on a low-cost monthly retainer with Drum Digital, highly measurable results speak very loudly for themselves in the delivery of new business

“I have really loved working with Drum Digital. Our site looks much better, works much better, and continues to deliver new quality leads - month after month. Drum has turned digital as an expense into a key element of our marketing strategy.”

**TIM ARVANITIS**  
Partner, Antunes Lawyers



### BEAT BIG LEAD GENERATION TARGET, IN LESS THAN 12 MONTHS

An ambitious lead generation target was achieved in less than 12 months, thanks to the robust sales funnel we built, which continues to deliver high quality leads on tap - the gift that keeps giving.



### QUALITY CONTENT DELIVERED 100% NEW WEBSITE USERS

Diligent work on attracting free web traffic and a smart content strategy delivered an increase of new website users up 100% year on year (YOY), and page views were driven up by a brilliant 42%.



### BOOSTED ORGANIC (FREE) SEARCH TRAFFIC TO 89%

With a lot of specialist care and attention to the website structure, page load speed and content, we supercharged organic search traffic up to 89% YOY - a superb win for a very happy client.



### SPECIALIST WORK DROVE MOBILE DEVICE TRAFFIC UP 300%

Making sure the website works perfectly on smartphones, tablets and smaller devices is essential - our expert work behind the scenes drove website traffic from mobile devices up 300% YOY.



### WEBSITE EXPERIENCE SCORE UP FROM 65% TO 96%

Our client's entire desktop site now loads in under two seconds, which is true best-practice performance and drives the official industry experience score up to an incredible 96%.



### NEW EMAIL SET-UP BEATS INDUSTRY STANDARD BY MORE THAN 100%

Good digital needs good data. We revamped the client's data set with best-practice tech and created a templated email marketing campaign with an average open rate of 47% (industry standard = 20%)





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## Stay informed with the low-down on digital marketing in legal services

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Keeping ahead of the very latest in digital tools and trends is an essential element of your law firm's success. It's true, knowledge is power - and at Drum Digital we believe in sharing it.

Drop us a line & we'll make sure you don't miss a beat.

Contact Joanna Sharma today:



0432 998 378



joanna@drumdigital.com.au



drumdigital.com.au



linkedin.com/drum-digital