

Case Study



THE BACKGROUND

In the summer of 2020, the Wallace Jordan Leadership Team began to implement the EOS (Entrepreneur Operating System) in an effort to expand the practice and provide the resources necessary to pass the reigns to the next class of successful partners and associates. Additionally, the impact of the pandemic made them realize that they also needed help leveraging technology to improve client connections and their media footprint in a virtual environment. Mid-2021 goals focus on segmenting current lead lists and developing leads generated from an educational and proposition-based website and marketing strategy.

WALLACE JORDAN

WALLACE JORDAN RATLIFF & BRANDT LLC

THE CLIENT

Wallace, Jordan, Ratliff & Brandt

Founded in 1987, Wallace, Jordan, Ratliff & Brandt, LLC, is one of the Southeast region's notable mid-sized, full-service law firms. Whether providing counsel and service in litigation, negotiating business transactions or seeking advice on any other complex legal issue, the firm is committed to serving its clients in a cost-effective, resourceful manner.

Wallace Jordan's values define how they represent clients — with, integrity, with energy, and with care.

The Challenge

The Partners wanted a “just add water” solution for a brand and marketing strategy that speaks on behalf of the internal culture, educational offering and business development goals of the firm. Their competitors already had active newsfeeds and social media accounts, which positioned them as thought leaders.

The Partners also wanted to bring in a practice management tool (CRM for lawyers), a well-designed and targeted content marketing strategy, and the resources to oversee and manage that program, all while working with the attorneys and their very busy schedules practicing law.

- Brand Story and Guide
- Website (redesign, buildout, hosting and management)
- Buyer Persona and Research Development
- Content Strategy
- Email and Social Media Campaigns

The Solution

A logo that tells the story of the brand.

RPC Strategies designed a new logo with a “shield” at the heart of “Wallace Jordan”, to represent protection, security, the warrior who carries it and those for whom he cares. The monogram is hidden inside the shield and gives a strong message of mastery and integrity. The sans-serif font is less formal and includes more under your protection. We also introduced a new color palette of green (health, growth, reassurance, new beginnings), blue (conservative, stable, confident, strong) and silver (sober, corporate, logical, deliberate).

Websites that reflect consistency and continuity.

With sophisticated project management, RPC Strategies redesigned and managed the rebuild of all three websites for the firm. We re-purposed existing content but hired a photographer to take updated pictures of individual attorneys and action shots to exude warmth at the firm. Our developers introduced a modern and responsive layout added contact forms and automated workflows to capture visitor information. All three websites were rebranded with the new logo and color palette for continuity of the firm’s story and messaging. Finally, we ran SEO audit comparisons of the old versus new websites, recommended updated organic SEO strategies and installed Google Analytics for monthly traffic reporting.

Content and campaigns that capture culture and community.

RPC Strategies prepared buyer personas for specific practice areas and target audiences in order to design strategic content marketing assets for distribution on the firm’s new websites, social media accounts and email campaigns to fuel business development objectives.

The Results

- 8 Buyer Personas
- 50+ blog articles
- 35+ videos
- 15 practice area sell sheets
- 7 Practice Areas Business Development Plans
- * Email Campaigns: Average Open Rate 28.5%
- LinkedIn: Increased impressions by 206%; Increased Followers by 50%
- Twitter: Increased impressions by 624%

