

Case Study

The Challenge

A mid-sized law firm was looking for a partner to help them uncover and share a cohesive marketing story with prospective clients.

Our Solution

WordWrite employed its proprietary StoryCrafting® process to identify the heart of the brand's story and educate the team on sharing it.

Client Takeaways

After our StoryCrafting® engagement, the firm was more confident in its story and central firm messaging than ever before.

Mid-Sized Law Firm

Helping a legal team share its story with the masses

For a regional Mid-Atlantic-based law firm with 75 attorneys primarily practicing in business-related fields, identifying its unique story was vital in 2020. Not only were law firms across the region facing organizational challenges during the COVID-19 pandemic, but the firm had long sought an integrated marketing communications strategy to support overall business development, rather than have 75 attorneys telling 75 different stories.

For help in uncovering and developing this overall story, the firm turned to WordWrite.

Introducing StoryCrafting®

WordWrite specializes in uncovering an organization's Capital S Story, the story above all others that explains why someone should buy from you, work for you, invest in you or partner with you.

Our trademarked StoryCrafting® service is guaranteed to uncover an organization's Capital S Story and put it on the right path to share it with the right audiences, at the right time and in the right places where prospective clients make decisions.

Finding the Story

The firm's StoryCrafting® session began with a "deep dive" meeting featuring leaders from the firm and the WordWrite team, who asked these key stakeholders a series of questions about the firm's characteristics and market as well as current marketing efforts and resources. Additional interviews were scheduled and the plan for the coming engagement was solidified.



In one-on-one interviews with attorneys and firm leaders and through previously completed internal surveys, we learned more about the inner workings of individual practice groups, how attorneys market themselves and what they saw as the firm's distinguishing traits.

We also performed secondary market research to place the firm's story in better context — in particular, by comparing how the firm's communications compared to similarly sized firms in the region and by investigating the firm's target prospects: middle market businesses.

This research helped us identify the firm's story fundamentals, or the key traits and details that play into the firm's story archetype. An archetype is, essentially, a shortcut to understanding a story because it follows a well-known path of similar stories shared throughout history. In this case, after considering several options, we settled on a Pathfinder archetype, which describes the firm as a guide that has deep expertise in the legal jungle and helpfully leads clients to the best solutions.

If the Pathfinder archetype is the central pillar of the firm's story, then its story anchors are what supports the pillar. These are the key characteristics and messages surrounding the archetype. The firm's anchors were 1) expertise and experience, 2) efficiency and adaptability, and 3) accessibility and relatability.

Finally, we identified the firm's most fluent storytellers, the figures and resources best equipped to share the story with audiences. They included the firm's then-new managing partner, as well as the partners and attorneys with the best individual marketing skills who are also great business drivers.

Outcomes

After uncovering the firm's Capital S Story and highlighting its key components, we shared our findings in a final report and held another all-hands meeting. There was consensus that the story and its associated archetype accurately reflected the firm and provided a strong foundation for further marketing initiatives.

In addition, we provided recommendations for sharing this story, including:

- Developing a strategic marketing plan to align marketing tactics with monitoring and measurement.
- Beginning a comprehensive thought leadership strategy, as well as targeted earned media opportunities.
- Implementing a digital marketing strategy focused on digital ads, web analysis and robust social media.
- Applying brand alignment to create consistent messaging across the firm.

At the conclusion of our StoryCrafting® engagement, the firm was more confident in its story and central firm messaging than ever before. Most of all, firm leaders had an advantage over the many competing firms in the region — a Story.

CONTACT US

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