



the
**marketing
centre**

Proven Marketing Leaders. **Real Business Results.**

case study

The Marketing Centre helps Fisher Jones Greenwood Solicitors to meet its five-year vision by developing a robust and actionable marketing strategy.



Fisher Jones Greenwood, based in Essex and Central London, engaged with The Marketing Centre to refocus their existing marketing team and to raise partner awareness of the benefits of a cohesive marketing strategy.

Challenge

- Limited proactivity within and limited direction given to the marketing department.
- Partners unclear about marketing activities and outcomes.
- Strategic vision proved difficult to translate into a marketing plan.
- No firm-wide USP.
- Unclear market positioning.
- Needed to attract new clients and increase revenue to meet 2021 goals.
- Marketing activity was not measured.

Solution

- Implement monthly team meetings and circulate the minutes to promote transparency and accountability.
- Create an actionable marketing strategy.
- Create value propositions for agreed target markets, review branding, positioning and brand values.
- Help the firm to transition from being sales-led to marketing-led.
- Introduce KPIs to measure marketing performance.

Result

- A motivated team that demonstrates their talents with the help of clear direction and a measurable marketing plan.
- Informed partners who believe that marketing will bring benefits and contribute towards growth plans.
- Greater local brand awareness and recall.
- A stream of new business leads in specialist, niche segments because of targeted and integrated campaigns.
- A measurement system in place to gauge success and ROI of marketing tactics.

“ *The Marketing Centre has transformed the quality, professionalism and effectiveness of the firm's marketing and invested our marketing team with new skills and aptitudes which have increased the return on our marketing spend substantially. We really feel we are on top of and in control of our marketing now.*

Tony Fisher, Senior Partner

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Fisher Jones Greenwood (FJG) is an award-winning law firm with offices across Essex and in Central London. With 30 years' experience and more than 160 lawyers, paralegals and support staff, the firm provides a full range of commercial and private legal services.

FJG has an existing marketing team of five working with clear responsibilities but lacking co-ordination and direction. The Marketing Centre was brought in to develop the team, improve its effectiveness and efficiency, enhance the department's internal reputation among fee earners and develop a strategy to meet the firm's 2021 vision.

Lack of Marketing Direction

FJG conducted a company-wide survey and found the firm were ill-informed about the marketing department and its work. At the same time, the marketing team was unclear about its overall direction and plans. Because of these issues the marketing team was struggling to establish credibility with the Senior Partners.

The team was led by a Senior Partner for whom marketing was just one of multiple areas of responsibility and so they received little strategic input and had individual but unaligned objectives. This was particularly problematic with the team needing to accomplish the 2021 company vision.

Reporting and measurement mechanisms were absent and without the ability to measure performance, the marketing team would continue to see a

gap in alignment between business and personal objectives and therefore lacked the ability to improve both effectiveness and efficiency.

Starting with a Part-Time Marketing Director

The first step for part-time Marketing Director Selina Noton was to develop a comprehensive marketing strategy and present it to the firm's partners at the annual partners' retreat. After this, she involved the entire firm in profiling their existing client base so that they could accurately segment and target new clients.

Selina then ran two pilot marketing campaigns to commercial client market segments with strong calls to action and integrated use of social media to begin positioning the firm as forward-thinking and approachable, rather than stuffy and traditional. Both brought in leads and new clients and proved to the firm that marketing works.

The next step was to implement effective measurement mechanisms for all future campaigns. Once completed, this demonstrated the value of marketing and gave a clear return on investment for the firm. KPIs included the number of new contacts in targeted industry sectors and the number of new client matters opened on FJG's internal system.

Trust Comes from Success

The combination of improved segmentation and strategic campaigns helped move the firm from a 'push', to a

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I really enjoy working as part of the team at FJG. It has been great to get to grips with the issues and steer marketing in a direction that delivers measurable results.

Selina Noton,
Part-Time Marketing Director
The Marketing Centre

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'pull' style of marketing. This helps the firm to offer a solution to their customers' problems which typically results in an increase in revenue.

Selina used this base to create a comprehensive twelve-month marketing plan. The plan gave the marketing department individual and team goals and a sense of purpose, thus enhancing their job satisfaction. The measurement systems also mean that their roles were no longer being questioned, as it is clear what they are delivering to the firm.

Greater brand awareness and new business from strategic niche markets have given FJG a clearer idea of their specific positioning. The support of the Partners and the strategic direction gained from the long-term marketing strategy mean that the marketing team is now adding value on a continuing basis.