

Strategically increasing
online leads to
170 PER MONTH

Case Study on
BECKER WATT LAWYERS



DISCOVER



DESIGN



DEVELOP



DRIVE





CASE STUDY

Introduction

With offices across Brisbane, Sydney, and Melbourne, Becker Watt Lawyers is a leading legal practice, offering a range of legal services to both businesses and private clients.

With over 25 years of experience in the building industry, Principal Lawyer, Len Watt, is one of the most trusted solicitors for Building and Construction Law.

His highly skilled and experienced team also provides services in Family and Domestic Violence Law, Commercial Law and Litigation, Arbitration, Wills and Estates, Debt Recovery, and Conveyancing.

THE CHALLENGE

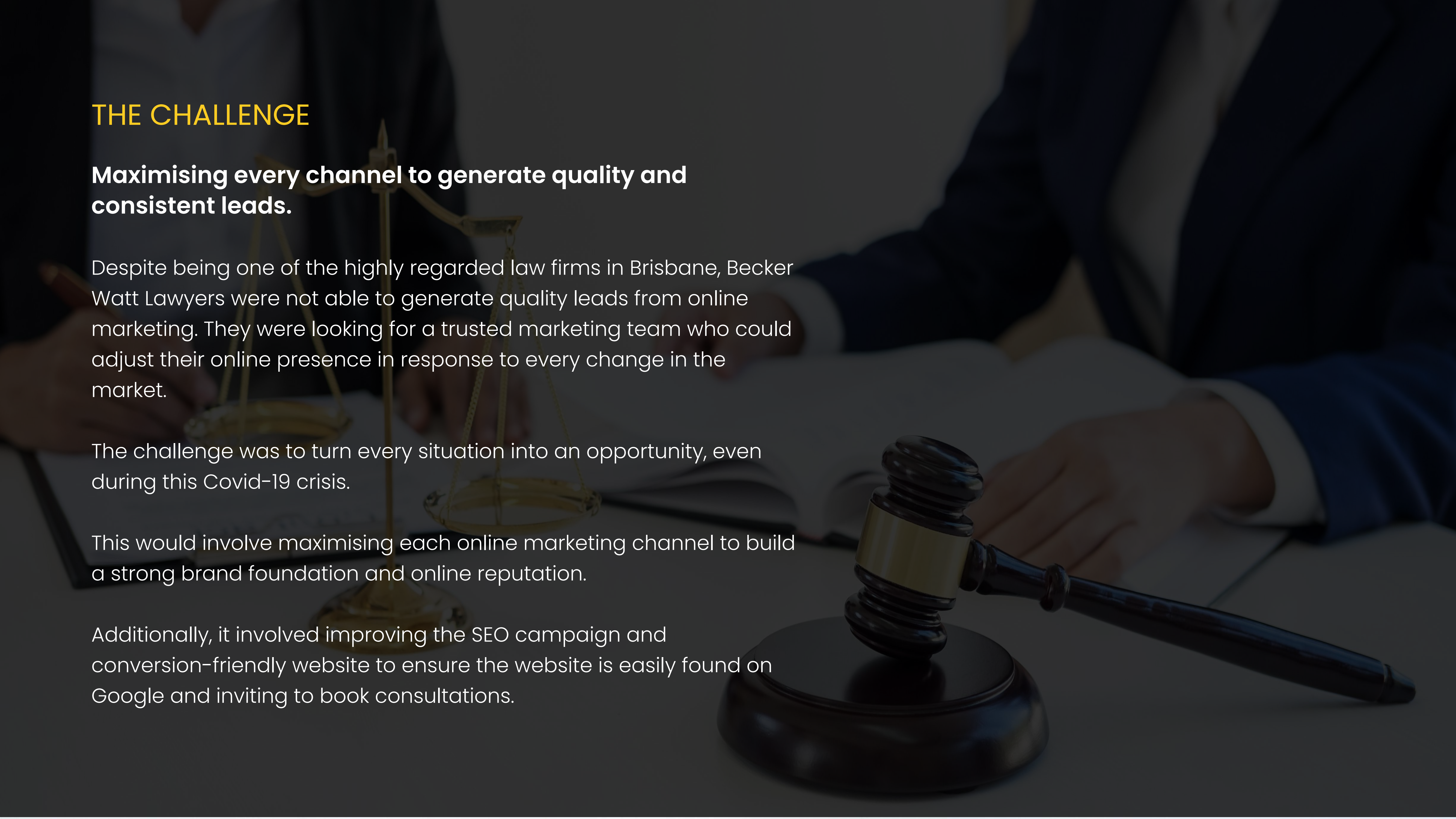
Maximising every channel to generate quality and consistent leads.

Despite being one of the highly regarded law firms in Brisbane, Becker Watt Lawyers were not able to generate quality leads from online marketing. They were looking for a trusted marketing team who could adjust their online presence in response to every change in the market.

The challenge was to turn every situation into an opportunity, even during this Covid-19 crisis.

This would involve maximising each online marketing channel to build a strong brand foundation and online reputation.

Additionally, it involved improving the SEO campaign and conversion-friendly website to ensure the website is easily found on Google and inviting to book consultations.



THE SOLUTION

Our comprehensive solution maximised and improved Becker Watt Lawyers' online brand foundation, digital assets and highlighted their unique point of differences from their competitors.

We increased online visibility through better Google rankings (organic SEO), Google Ads, a Conversion-Friendly Website, LinkedIn Lead Generation Campaigns, Facebook Ads, and consistent Organic Social Media Marketing.

Most significantly, we introduced a weekly livestream called Talking Legal to engage current and prospective leads and position our client as Trusted Legal Advisors. Through this strategy, our client's Facebook, YouTube, and LinkedIn channels were optimised.

"Prabin and his team are extremely responsive. They always get back to us in shortest possible time. They tend to disregard the work-day clock and they are always there 24X7 to do what needs to get done. Our brand has been built in a numerous way. They're far cry from where we had started. Couldn't speak highly of what's being done since we've involved them in our business. We're opening new matters in Becker Watt all the time. They certainly changed our business."

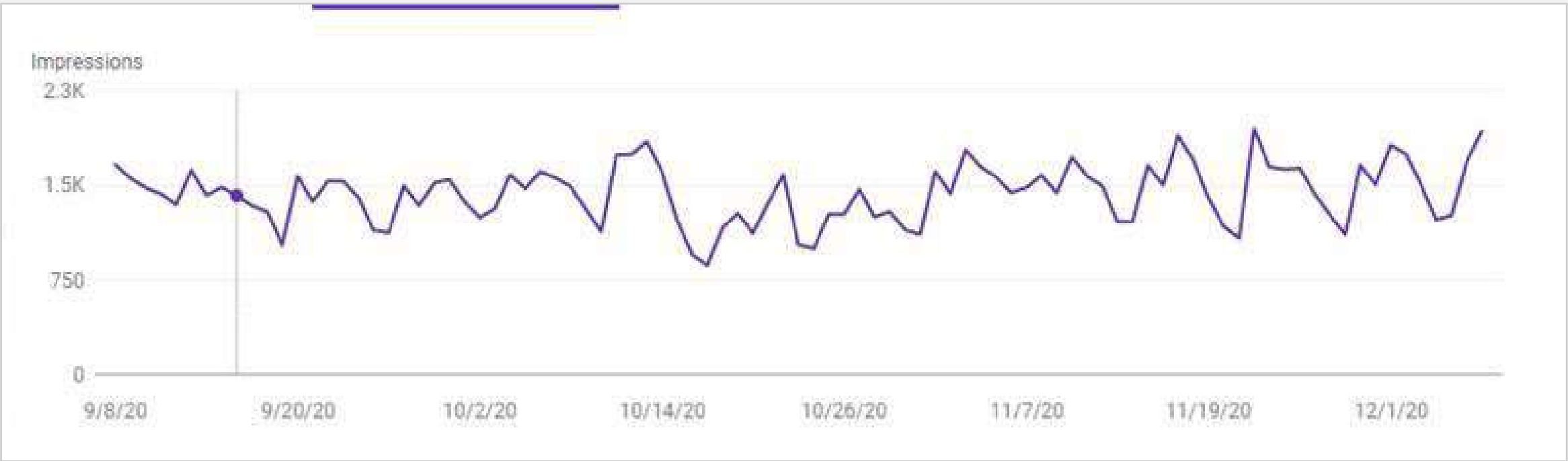
– Len Watt

Director, Becker Watt Lawyers

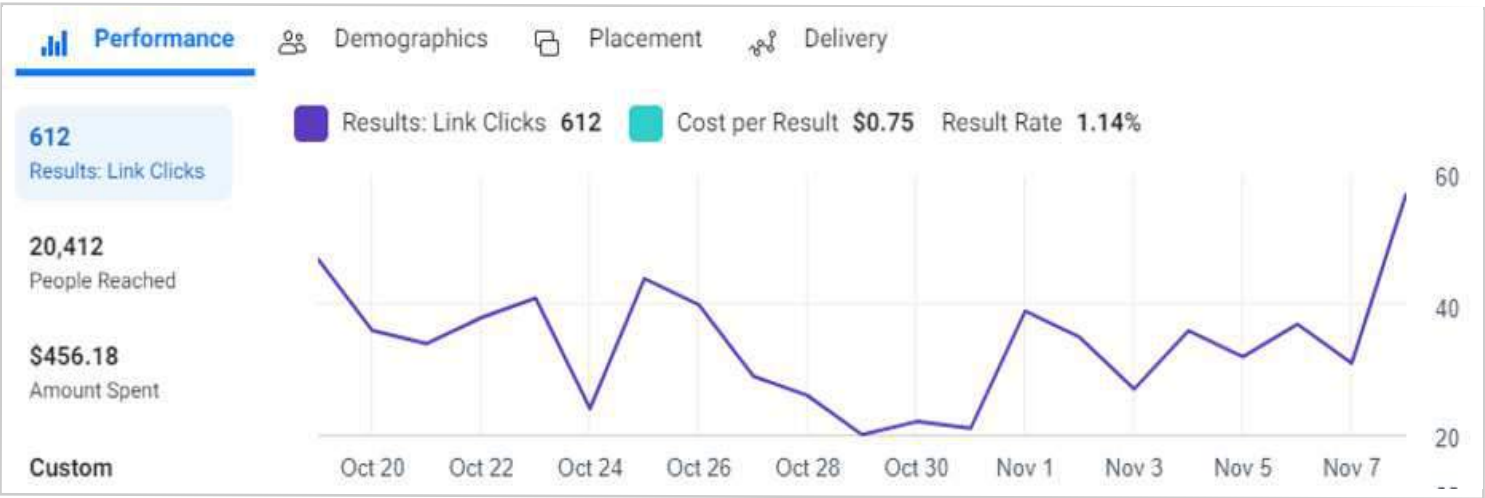
THE RESULTS

Becker Watt Lawyers’ total impressions in the last three months is **131k**.

In August 2020, the number of users were **2,228**. After our experts at VIS took over, we were able to increase the visitors’ number by **525.84.5%** with our SEO campaign.



Google Analytics “Visitors” graph



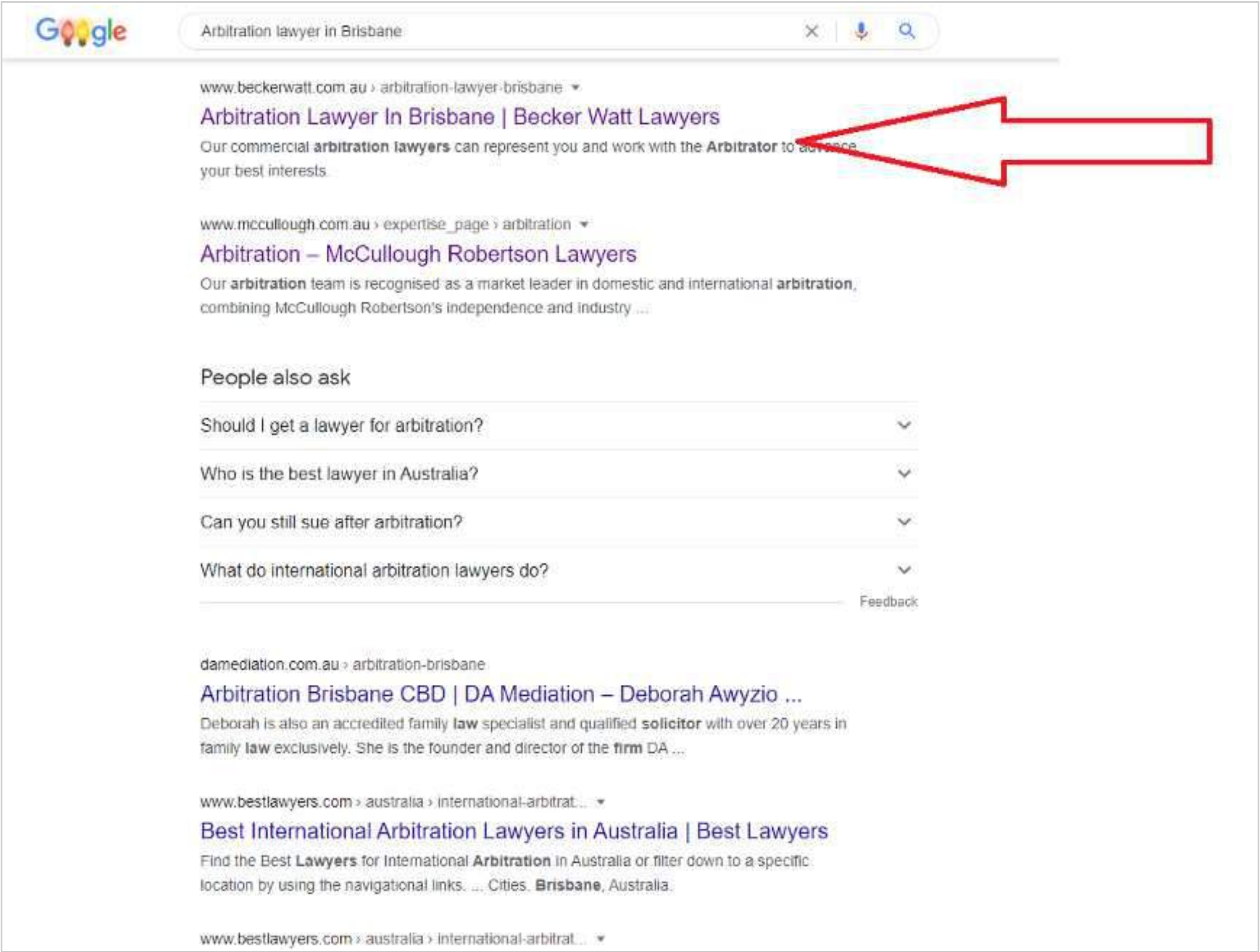
612 clicks and **20,412 people** reached by Facebook Ad within just 19 days.



Better reach and expert positioning through weekly Live Show – **Talking Legal**.

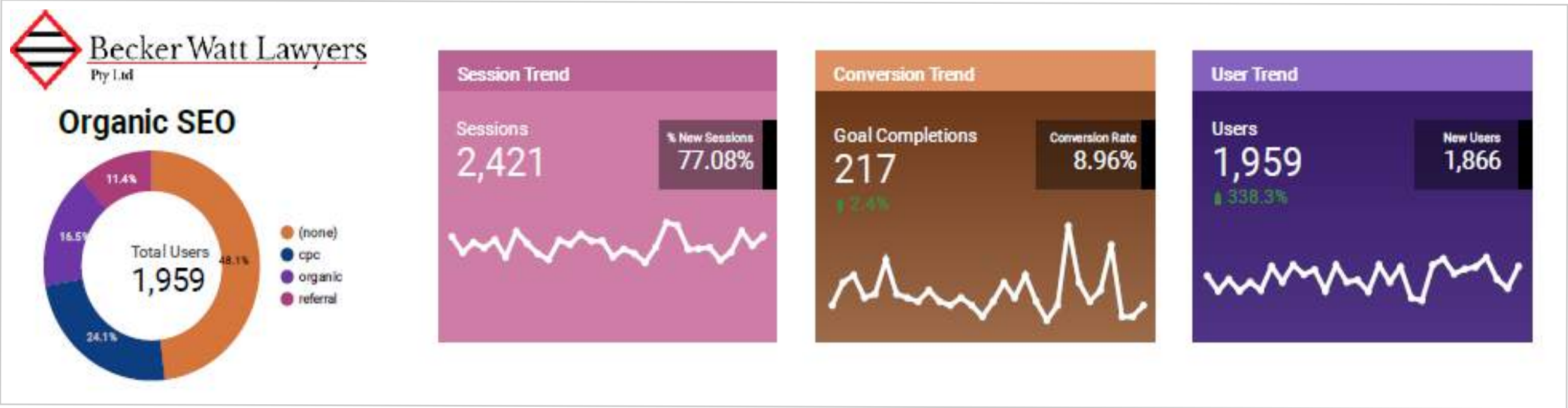
170 New Leads in Average per month

THE RESULTS



Becker Watt Lawyers **rank #1** for the keyword
“Arbitration lawyer in Brisbane”


170 New Leads in
Average per month



Steady increment in website traffic

**Looking for a trusted marketing
team to grow your business?
Contact us today!**

 *St Kilda Rd Towers, 1213/1 Queens Road,
Melbourne, Victoria 3004*

 *1300 777 847*

 *info@visnetwork.com.au*

 *www.visnetwork.com.au*

