# Larry the Lawyer

**Industry:** Legal Services

Platform: Instagram

**Duration:** 4 Months

Services: Social Media Strategy

Paid Ads

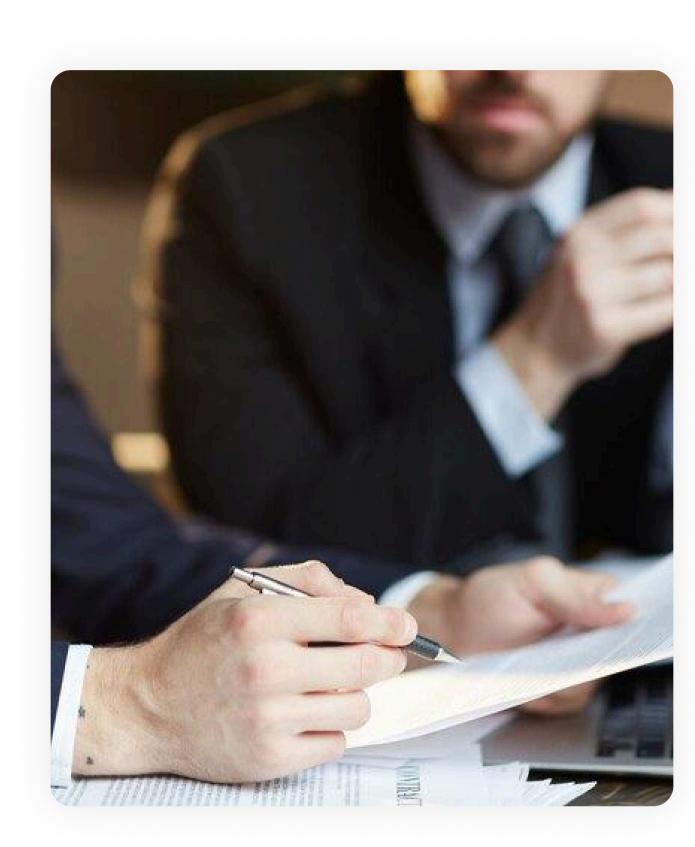
**Content Creation** 



# The Challenge

Larry the Lawyer, a growing legal practice, wanted to build an engaging online presence that reflected their expertise, professionalism, and unique personality. With little existing content and no defined strategy, their Instagram needed a strong foundation to grow both brand awareness and client traffic.





### The Strategy

We kicked off the project by building a comprehensive Social Media Deck that served as a strategic roadmap. This deck included:

- \* Larry's Unique Selling Points (USPs)
- \* Defined Target Audience
- \* A Branding Guide (color palette, fonts, tone of voice)
- \* Posting Schedules to maintain consistency
- \* Fresh and relatable Campaign Ideas tailored to the legal niche

### **The Execution**

Each month, we delivered a full range of tailored content designed to educate, engage, and convert:



#### **10 Basic Posts**

Branded, informative, and visually consistent



#### **5 Custom Posts**

Highly stylized content tailored to campaigns or events



2 Paid Ads Designed for visibility and lead generation



#### **5 Stories**

Short-form, interactive content to keep the audience engaged



Entertaining, educational, or trend-based content



1 Infographic

Clear, digestible legal

insights

and a friendly tone that demystified legal advice for everyday people.



spark interaction and drive

traffic

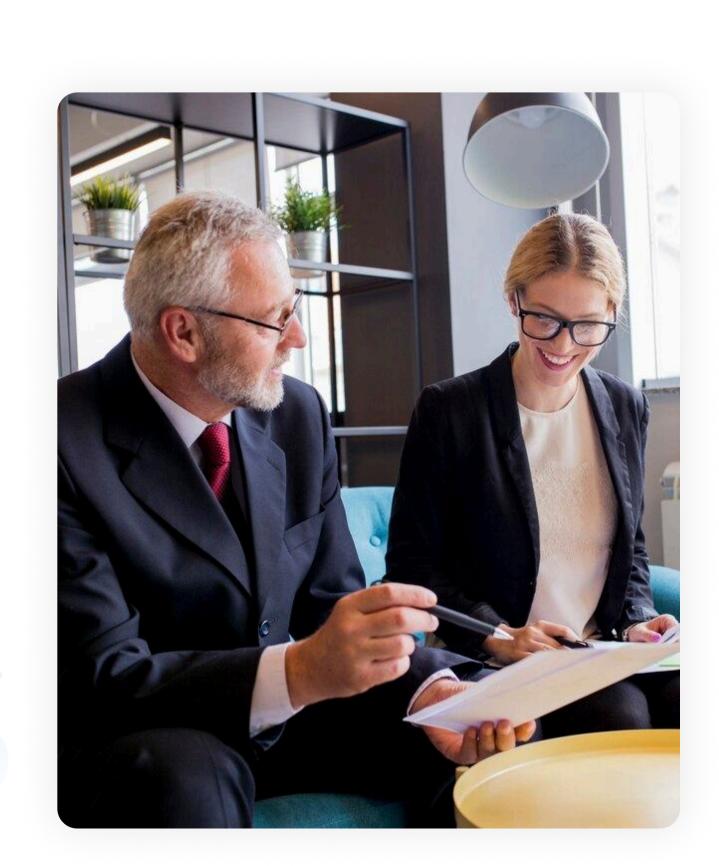
All content was optimized for Instagram with a focus on brand voice, professionalism,

# The Results

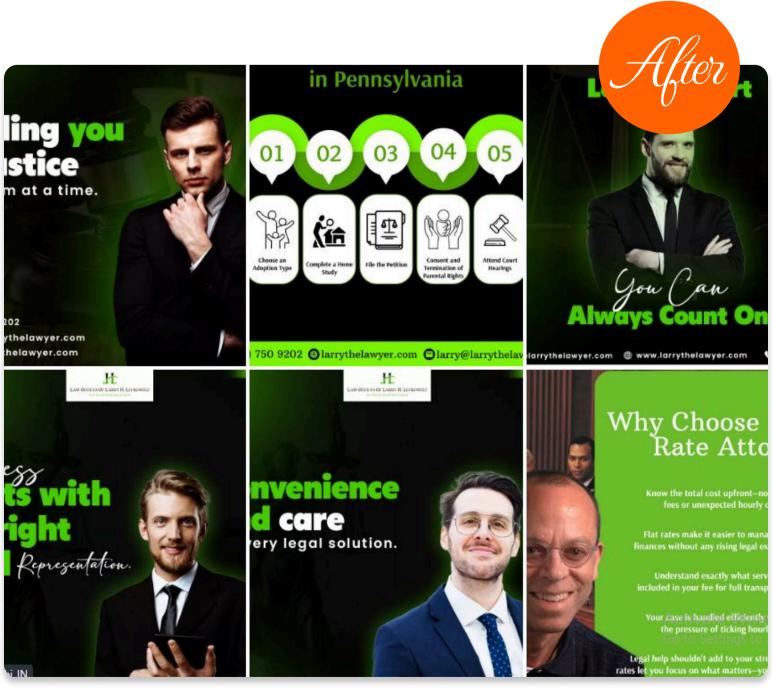
After 4 months of consistent strategy and creative execution, Larry the Lawyer saw tangible growth:

- instagram Followers grew organically to 600+
- \* Engagement Rate increased month-over-month
- \* Website Traffic spiked through Instagram CTAs and stories

improved brand clarity and a recognizable social identity







# **Client Impact**

Larry now has a solid digital presence that reflects his credibility and voice. With an engaged community and consistent content, he's positioned to continue growing and converting leads from social media.

**WORK WITH US NOW**