

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

STRATEGY

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

2 Reels
Entertaining, educational, or trend-based content

1 Infographic
Clear, digestible legal insights

Captions
Strategically written to spark interaction and drive traffic

All content was optimized for Instagram with a focus on brand voice, professionalism, and a friendly tone that demystified legal advice for everyday people.

EXECUTION

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

RESULTS



Before

6 months mean you need a new will

Marriage or Divorce

New Children or Dependents

Acquiring Major Assets

Retirement or Career Changes

Health Changes

Loss of a Loved One

GET EXPERT LEGAL ADVICE

PLANNING

ADOPT?

CONTACT NOW

750 9202

larrythelawyer.com

After

in Pennsylvania

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You Can Always Count On

Why Choose Rate Att

Know the total cost upfront - no fees or unexpected hourly!

That rates make it easier to manage finances without any rising legal costs

Understand exactly what you're included in your fee for full transparency

Your case is handled efficiently, the process of taking time

Legal help shouldn't add to your stress rates let you focus on what matters most

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