

Promoting the Firm

A Collaborative Partnership

Challenge

A well-established law firm was seeking a traditional PR partner to help develop periodic news releases. While law is historically a more conservative industry in regard to promotion and business development, the firm decided to explore a more extensive PR and marketing strategy and the relationship expanded to include comprehensive media relations including targeted story pitching.

After an office expansion, the firm worked with O’Keeffe PR to launch a more aggressive strategy that included social media recommendations, social listening, business networking and community engagement.

Solution

By creating a long-term relationship built on collaboration, O’Keeffe was able to cultivate the trust needed to explore more creative strategies. This collaboration allowed the firm to build two successful Twitter accounts, a robust content calendar that reflected SEO best practices, and relationship-building networking opportunities.

While the relationship between the firm and O’Keeffe has evolved over time, the partnership represents one of O’Keeffe’s oldest relationships and exemplifies how O’Keeffe prefers to work with clients. Through bi-weekly meetings and open communication, O’Keeffe integrates into the regular structure of the office and acts as an extension of the firm.



6111 Madison Road
Cincinnati, Ohio 45202



Phone Number
513-221-1526



Website
www.okeeffepr.com

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Results

Over the course of a relationship spanning almost a decade, O'Keeffe PR:

- Wrote nine blogs
- Developed and sent the first email newsletter for the firm
 - 23.2% open rate
 - 3.9% click rate
- Provided social listening and potential blog topics on a biweekly basis
- Wrote and distributed all PR for the firm, including award announcements, case announcements, and organizational news
- Edited and managed thought leadership efforts, including blogs, white papers and video content
- Provided personalized recommendations for LinkedIn profiles of attorneys
- Created a strong, collaborative bond with the firm



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