

# LAWYER CASE STUDIES & SUCCESS STORIES

SHINING A LIGHT ON YOUR  
LEGAL EXPERTISE

*“Don’t just tell me how good you are, prove it”*

Do your marketing materials showcase your best work?

Case studies and success stories are undoubtedly the most effective way for lawyers to demonstrate their expertise and their ability to help clients in real life situations.

They explain how the lawyer’s advice and support benefited the client and added value in a way that clients find easy to understand and relate to.

Whatever the size of your law firm, if your lawyers are doing great work, you will have success stories and case studies to share.

## Unique content

Success stories and case studies are particularly valuable content for your website because they are unique to you and the services you wish to promote.

This unique content is highly attractive to internet search engines, and can really make a difference for some of those hard-to-reach keywords. For example, a case study will include details of a business sector or geographic location.

## Success stories

These tend to be short articles (300 to 500 words) outlining how one of your lawyers has helped a client. For example a corporate transaction, setting up a new business, a significant claim settlement, avoiding a problem or reducing a risk. These are often anonymous, but can include client details if a client is willing

## Case studies

These are longer, as they usually include background on the client and their legal requirements. Although they may be anonymous, more often than not these are done in cooperation with the client. For the business client who is glad to get some free publicity, it is a fantastic way to add value and strengthen your relationship.

## Client confidentiality

In either case, we always ask you to seek client permission in the first instance. Once this has been agreed, we can take it from there.

## What clients say

*“Sue and Anjali are an incredible support and source of knowledge ideas and inspiration. ... The success stories and legal articles are excellent and have really changed our outlook on search engine optimisation.*

*They understand our work pressures which is key to our excellent relationship. Berners Marketing really want us to succeed and we are so grateful for all the help guidance and support.”*

**Michell Uppal, Partner  
Miles & Partners**

*“The team at Berners Marketing has been invaluable in helping Bartletts Solicitors to prepare personal injury success stories for their website - the process is a quick and effective way of ensuring the website is updated regularly, and to a very high standard.”*

**Stephanie Freeman  
For Bartletts Solicitors**

## Our approach

### Planning

- Step 1** We agree which legal practice areas you wish to promote and how many case studies or success stories you would like each month to help you do this.
- Step 2** Each practice area team agrees a roster for their lawyers, who we will contact on a rotating basis for client stories – the larger the team, the less frequently individual lawyers will be called upon.
- Step 3** We draft and agree a forward calendar so everyone can see their commitments.
- Step 4** We agree whether you are happy to adhere to the *Berners Style Guide* or want us to work to your own editing rules. We agree any specific style requirements.

### Liaison with lawyers

- Step 5** We give each lawyer plenty of notice of when it will be their turn to contribute – we also provide them with a crib sheet to help them collate the information we will need to do the story justice.
- Step 6** We will then arrange a telephone or skype interviews to gather any further detail needed. Interviews for success stories usually last 10-15 minutes and case studies up to 30 minutes.
- Step 7** We prepare an initial draft, which is returned to the lawyer to:
- check accuracy;
  - clarify details and queries; and
  - make any amendments.
- Step 8** We then:
- format as agreed;
  - independent proof-read; and
  - obtain final approval.
- Step 9** We liaise with the lawyer, and any partner who may be required to approve the success story or case study, until everyone is happy and authorisation for publication is confirmed.

## Pricing

The cost of success stories and case studies depends to some extent on the complexity of the practice area.

Where success stories are required for an external publication and there is a required word-count, we would usually quote for these separately.

Where we are working to a regular programme to produce a number of case studies each month, we can usually agree a fixed price once we have an understanding of your practice areas and an agreed a style and format that you are happy with.

## Other legal content services

Ask us for a copy of our information sheets on:

- Lawyer profiles
  Bespoke legal content
  Legal content library

For further information call us in London on +44 (0) 207 305 7182 or in Eccleshall on 01785 859 995.

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