

CASE STUDY

LinkedIn brand building for LEXTAL Law Firm

This case study highlights how posting high-quality content on LinkedIn increased LEXTAL's visibility and amplified the firm's brand and reputation.



Client

LEXTAL is a successful pan-Baltic law firm. They asked for our help to increase their presence on LinkedIn and strengthen their brand via content creation and personal profile makeovers.

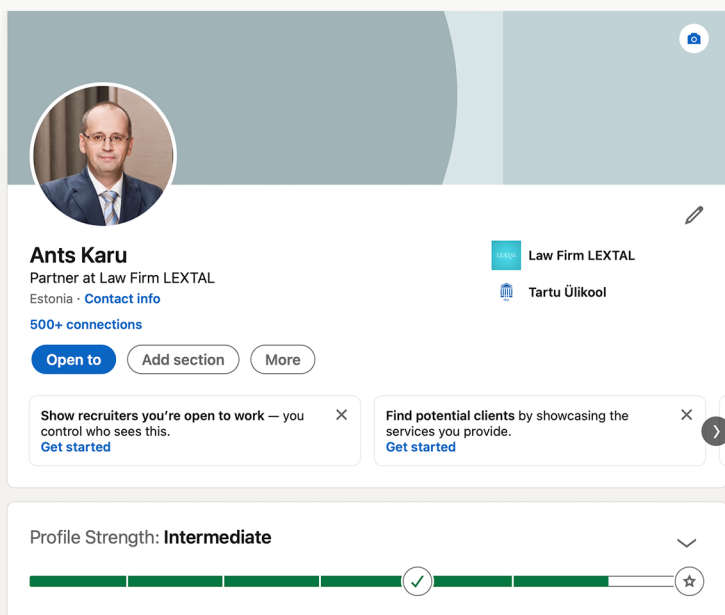
Challenge

LEXTAL's main goal was to grow their brand awareness to build trust in potential clients. They were already aware that LinkedIn is the best platform to use for professional brand building, but they also wanted to use it to educate their readers about their field of activities.

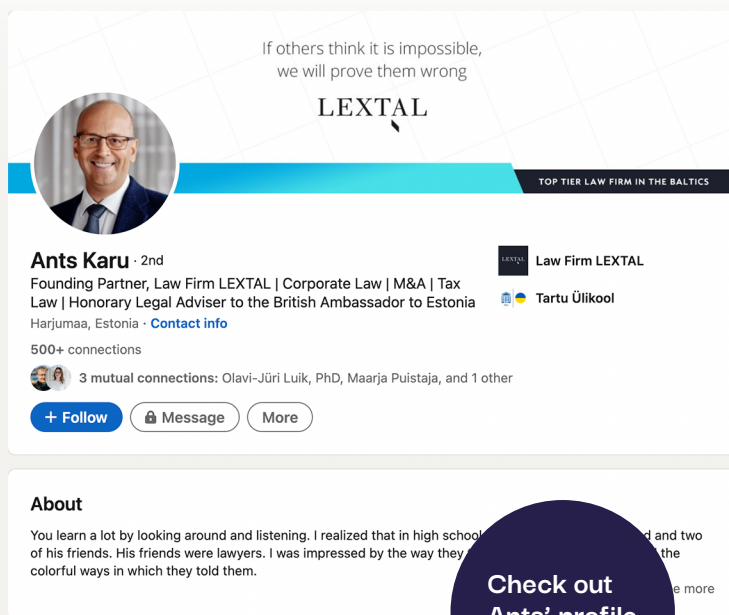
Solution

The first step to building your brand is uniformity and consistency. That is why we started by fixing the company profile and more than ten personal profiles of attorneys and other essential employees. We turned profiles with neither branding nor strategic content into clear and trustworthy All-Star LinkedIn profiles. This means we wrote each individual profile according to their target audience to ensure that their profile visitors would find what they are looking for.

Before



After



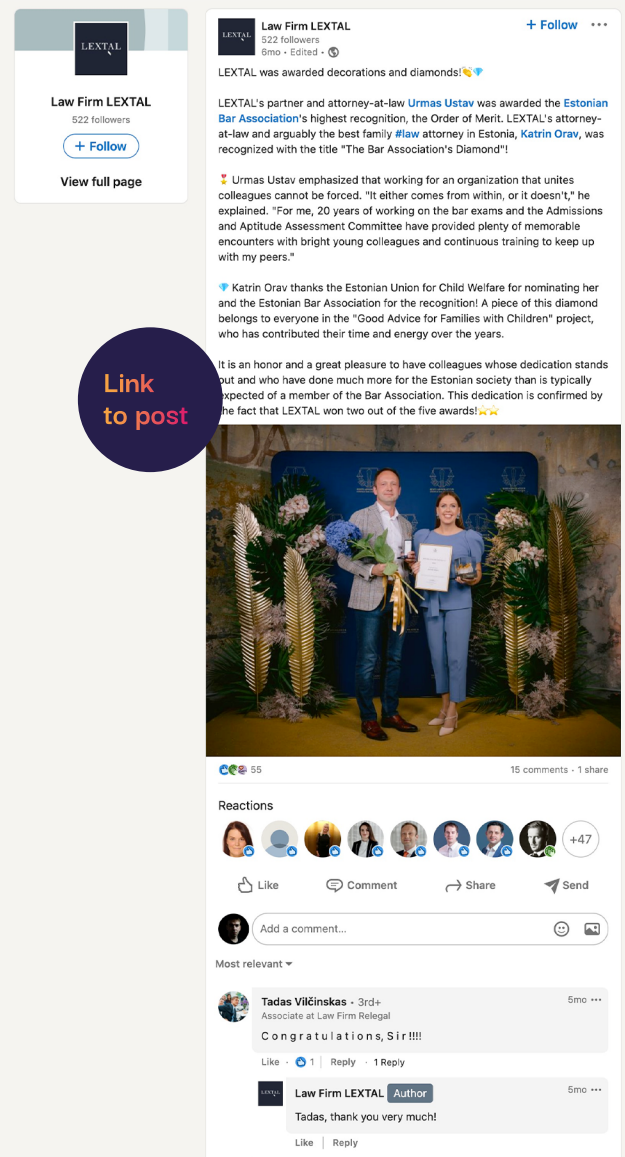
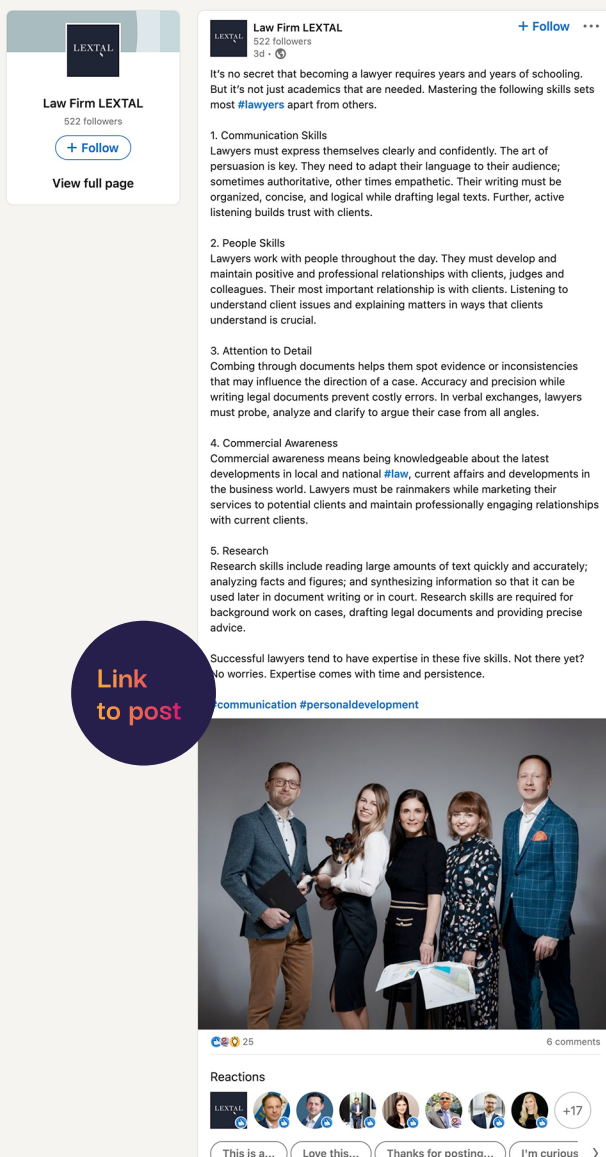
Check out
Ants' profile
here.

After fixing the profiles, we started posting 2-3 times a week, mainly in English. We used our knowledge of the LinkedIn algorithm and included all active employees in the process by encouraging them to comment. Including employees in the posting and commenting helps posts get more views and builds trust in the people, thereby elevating the firm's brand awareness by increasing exposure to the LinkedIn community.

Results

We started posting regularly in October 2021, and after just one month, their content got more views, comments, and reactions than in the last 8 months combined. We also more than doubled the number of clicks their posts got.

Below are some examples of the posts we made.



As a result of our cooperation and following the LinkedIn algorithm, LEXTAL's posts now get more views, their account gets a steadier stream of new followers, and their people have the tools to build a strong personal brand.

**383% increase
in post reach**



**38% increase
in new followers**



In conclusion, they have started to stand out among their competitors, and their LinkedIn activities are being noticed by their clients and partners.

Summary

What does LEXTAL think?

After a couple of months of regular content creation, we have heard positive feedback from our clients, wondering how we have gotten LinkedIn to work so well for us. By becoming more active on the platform myself, my profile has been getting more views, old connections from all over the world are getting in touch with me again, and I'm getting a lot of valuable insights on LinkedIn.

Every law firm that wants to support their sales by growing their employees' personal brands has to understand the potential that LinkedIn can offer.



Kertu Irves


Head of Marketing at Law Firm LEXTAL





About us

We at B2B Growth are a diverse team from different parts of the world with a wide variety of life experiences. But our mindset is the same – we want to use our knowledge and expertise to help other companies grow so that we can grow with them. Each team member has their own distinct skill set to accompany our united passion for sharing best practices.



**If you want similar
results, contact us at**

✉ hello@b2bgrowth.eu

☎ +372 5215 744

in LinkedIn