

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.

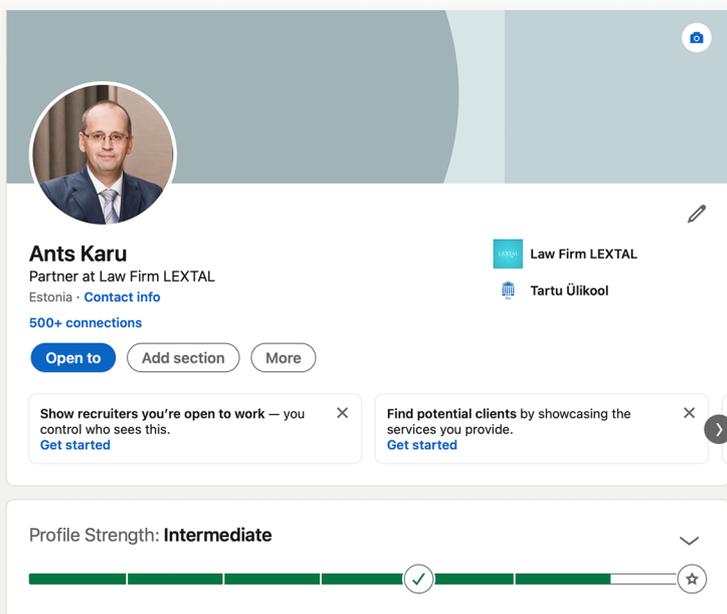
Challenge

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.

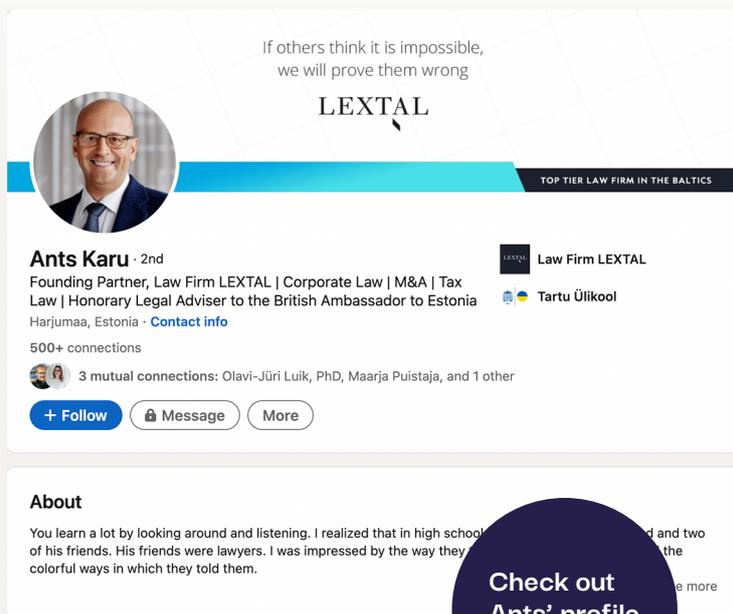
Solution

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



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.

Law Firm LEXTAL
522 followers
3d · 🌐

It's no secret that becoming a lawyer requires years and years of schooling. But it's not just academics that are needed. Mastering the following skills sets most #lawyers apart from others.

- 1. Communication Skills**
Lawyers must express themselves clearly and confidently. The art of persuasion is key. They need to adapt their language to their audience; sometimes authoritative, other times empathetic. Their writing must be organized, concise, and logical while drafting legal texts. Further, active listening builds trust with clients.
- 2. People Skills**
Lawyers work with people throughout the day. They must develop and maintain positive and professional relationships with clients, judges and colleagues. Their most important relationship is with clients. Listening to understand client issues and explaining matters in ways that clients understand is crucial.
- 3. Attention to Detail**
Combing through documents helps them spot evidence or inconsistencies that may influence the direction of a case. Accuracy and precision while writing legal documents prevent costly errors. In verbal exchanges, lawyers must probe, analyze and clarify to argue their case from all angles.
- 4. Commercial Awareness**
Commercial awareness means being knowledgeable about the latest developments in local and national #law, current affairs and developments in the business world. Lawyers must be rainmakers while marketing their services to potential clients and maintain professionally engaging relationships with current clients.
- 5. Research**
Research skills include reading large amounts of text quickly and accurately; analyzing facts and figures; and synthesizing information so that it can be used later in document writing or in court. Research skills are required for background work on cases, drafting legal documents and providing precise advice.

Successful lawyers tend to have expertise in these five skills. Not there yet? No worries. Expertise comes with time and persistence.

#communication #personaldevelopment

Law Firm LEXTAL
522 followers
+ Follow

25 reactions

Reactions: +17

This is a... Love this... Thanks for posting... I'm curious

Link to post

Law Firm LEXTAL
522 followers
8mo · Edited · 🌐

LEXTAL was awarded decorations and diamonds! 🏆

LEXTAL's partner and attorney-at-law **Urmas Ustav** was awarded the **Estonian Bar Association's** highest recognition, the Order of Merit. LEXTAL's attorney-at-law and arguably the best family #law attorney in Estonia, **Katrin Orav**, was recognized with the title "The Bar Association's Diamond"!

Urmas Ustav emphasized that working for an organization that unites colleagues cannot be forced. "It either comes from within, or it doesn't," he explained. "For me, 20 years of working on the bar exams and the Admissions and Aptitude Assessment Committee have provided plenty of memorable encounters with bright young colleagues and continuous training to keep up with my peers."

Katrin Orav thanks the Estonian Union for Child Welfare for nominating her and the Estonian Bar Association for the recognition! A piece of this diamond belongs to everyone in the "Good Advice for Families with Children" project, who has contributed their time and energy over the years.

It is an honor and a great pleasure to have colleagues whose dedication stands out and who have done much more for the Estonian society than is typically expected of a member of the Bar Association. This dedication is confirmed by the fact that LEXTAL won two out of the five awards! 🏆

Law Firm LEXTAL
522 followers
+ Follow

55 reactions

15 comments · 1 share

Reactions: +47

Like Comment Share Send

Add a comment...

Most relevant

Tadas Vilcinskis · 3rd+ Associate at Law Firm Relegal
Congratulations, Sir!!!!
Like · 1 Reply · 1 Reply

Law Firm LEXTAL Author
Tadas, thank you very much!
Like Reply

Link to post

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 Ives

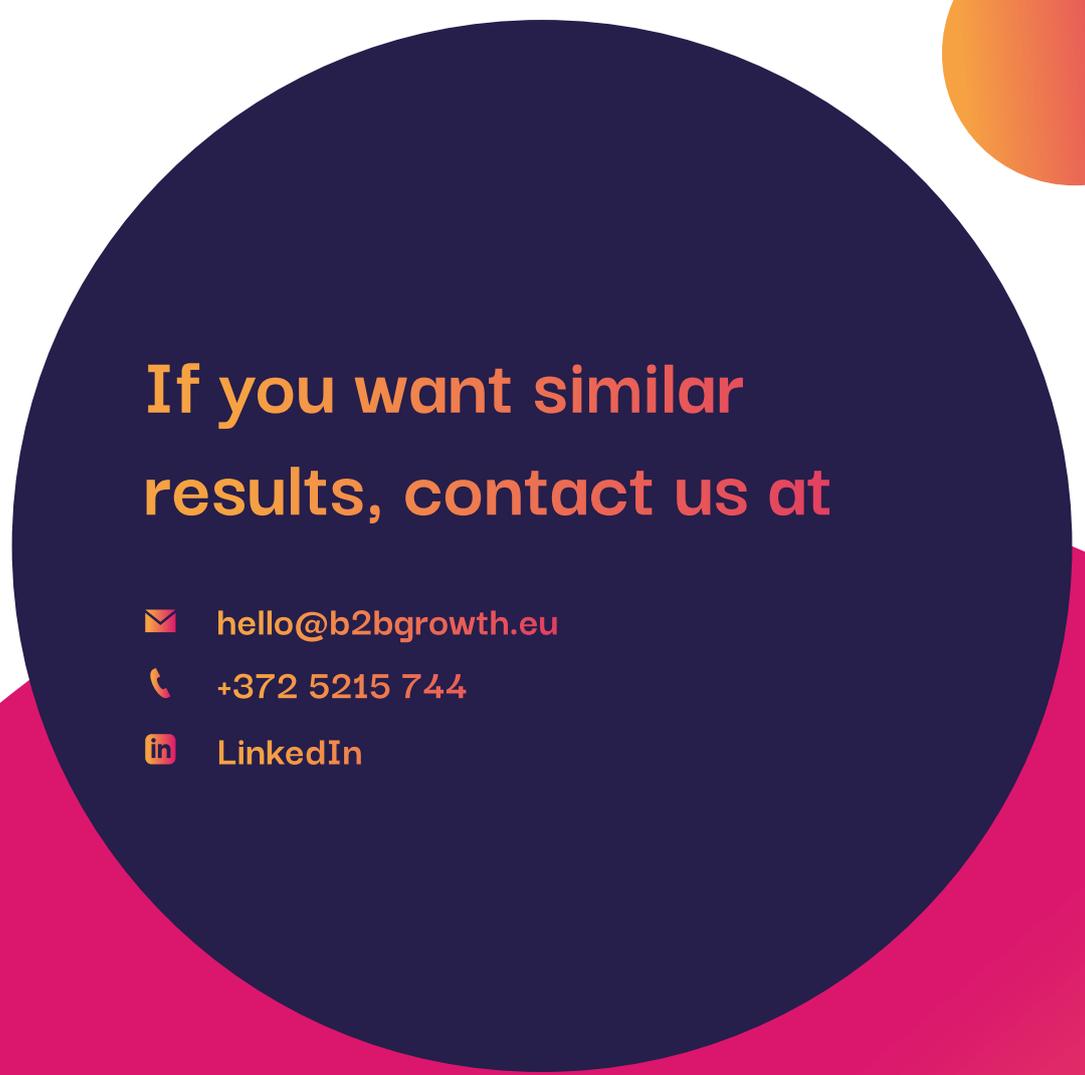
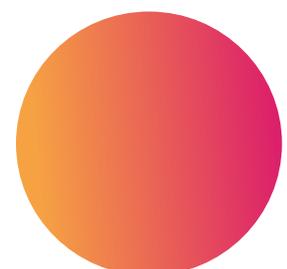
Head of Marketing at Law Firm LEXTAL





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**

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🌐 [LinkedIn](#)