

CASE STUDY | AMPLIFY YOUR BRAND

Recurring Video Production Boosts Views and Subscribers for Local Law Firm

How optimizing YouTube led to greater awareness and more knowledgeable clients



CLIENT: Local law firm looking to educate clients and grow awareness

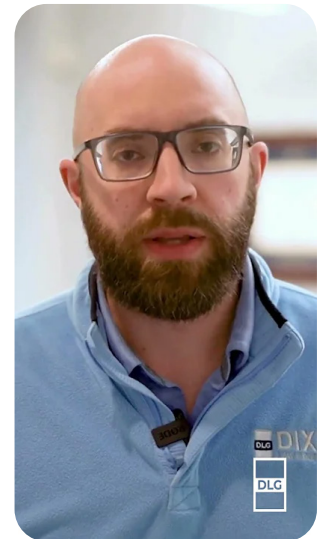
Dixie Law Group is a local law firm that specializes in personal injury cases and estate planning. Started by Justin B. May and Brian M. Weber, Dixie Law Group has always prided themselves on the expertise they provide. After countless cases and years of working with clients, they saw a need for education when it comes to the complex elements of a personal injury case or a comprehensive estate plan.

Both Justin and Brian began to produce videos speaking about these various topics. These videos were shot with a simple setup and focused much more on content than video quality. However, as time went on, the question arose of whether viewership might see a boost if the videos were produced with higher quality and more consistency.

We began strategizing with them on how to maximize their case load from their current client base while also bringing in new clients.

SOLUTION: High production videos offering to-the-point information

Our team at The Marketing Squad proposed a recurring plan of video production as part of our marketing partnership: our team will come once a month with prepared topics and capture high-quality videos that would be distributed as short informational YouTube videos on the Dixie Law Group page. This process allows for plenty of time to research potential topics, and it takes the burden of writing, creating, and posting the videos off of Dixie Law Group. By offering our video services, our clients are able to do what they do best without worrying about the quality of the final product differing from the quality of the content.



Always Get Evidence at the Scene of a Car Accident 🚗...

CONTACT US

themarketingsquad.com
sales@themarketingsquad.com
502 618 4122

ADDRESS

13040 Eastgate Park Way
Suite 108
Louisville, KY 40223



Some videos would be 2 minutes or less, offering to-the-point information for clients who are looking for quick answers to their pressing questions. Others would be longer, offering a more detailed response to potential questions.

**Personal Injury Cases are about More than
Just Money!** ⋮

RESULT: Increase in engagement across the board

After almost 1 year of optimizing the Dixie Law Group YouTube page, a steady cadence of shooting and posting has been reached. The current metrics of their YouTube page is significantly stronger than past years where some of the content existed, but the quality was much lower. Here are some of the numbers from the first 8 months of 2024, compared to 8 months in 2023:

3.2k views

+2.7 hours of watch time

+119 subscribers

2% from **24.2k**
click rate impressions



CONTACT US

THEMARKETINGSQUAD

If you need help marketing your business then let's [schedule a conversation!](#)

Our mission is to help you tell your story and grow your business.