



LAWSPLASH

CREATIVE LEGAL MARKETING



Stay ahead of The Curve

It's no secret how valuable search engine optimization (SEO) can be for today's Law Firms, both large and small. After all, we've all heard that being at the top of Google can literally transform a business overnight.

inventive
imaginative
innovative

unconventional
unorthodox
unusual



Great creativity is astonishingly, absurdly, rationally, irrationally powerful.

In a profession that once banned advertising, law firms are rushing to embrace something truly radical: a sales culture. Traditionally, lawyers believed that their knowledge and expertise spoke for itself, and it would be a sign of defeat to start marketing. That attitude is changing.

Most of today's law firm websites are stuck in the 20th century. For the most part, they essentially are electronic brochures that are meant to complement old-fashioned, face-to-face business development and networking.

The advancement of technology is causing law firms to go through one of the largest shifts since the Industrial Revolution. This digital transformation is forcing organisations to rethink everything about the way they do business. The firms and people that will be successful in this new era will embrace new ways of working, collaboration and teamwork. The future of work is certain to be inextricably linked to technological advancements and is global, collaborative, social, networked and mobile in nature.



How we will transform your law firm?

Think of us as your own in-house marketing specialist. We will only market and transform one law firm in a town, in a specific niche market, to give you the necessary edge, over your competitors. We have decided to focus initially on firms specializing in family law.

Our offer to you:

- A sleek innovative website, not just a website, but a traffic generating tool both on web and mobile.
- Social Network presence.
- Designing a creative law firm brochure for your clients to download directly from your website.
- A monthly Newsletter.
- Search Engine Optimization and reporting.
- Ensuring you that your firm moves up the Google ladder on organic searches in your area without paying for Google advertising.
- Blog creation.
- We only take on one law firm in an area of specialisation in your area. We will never engage with your competitors.

Monthly fixed term packages for small, medium and large law firms.



Who we are

LawSplash is based in Cape Town and was founded by Bertus Preller an attorney who has a passion to transform marketing in the legal sector and Andrew Bell who has over 20 years experience in Marketing, International Sales and Business Development . Inspired by a former global head of marketing of one of South Africa's largest banks LawSplash was founded in 2017.

Backed by a team of graphic designers, marketing consultants, brand gurus and new age marketing experts LawSplash identified the need to assist Law Firms to market niche services to untapped clientele in a dynamic and cost effective way.

Cost?

<http://www.lawsplash.co.za/law-firm-package.html>

Interested? Email us at info@lawsplash.co.za

We will splash you all over the Web