

Baker Law

30 Employees

Surrey

Generalists – no crime – so they use all categories of the content.

Marketing, website and content

- They don't have a dedicated marketing manager – everyone just chips in.
- Before the pandemic they mainly just did networking events, mainly with other local businesses – they were for targeting business clients.
- They also sponsored local events – to get the name out there.
- They have shifted towards web-based marketing since the pandemic. Conscious are their web agency and maintain the site.
- They upload the blogs themselves – Hannah does it.
- They do the staff pages and blogs, but some of the different departments are a bit more hands-on with the service pages, but some other departments rely more on the agency to create SEO considered content.

Today's Media content

They use the TM content mainly as blog posts

'We post the content separately to the main content pages for each department. If it's something that's more evergreen content, we post that on the main department page'

- They link to the blogs from the main department pages.
- They mainly get W&P and family. They get the full five articles.
- They look at all 15 available articles and pick & choose from the list to make up the five.
- Last couple of months they have been getting conveyancing and property content.
- Also interested in the commercial/employment content.
- They share all the blogs on socials. The content is aimed at end users
- They have service pages / sub-service pages, such as a will page / LPA page.
- All the different various sections have evergreen
- They have a mixture of both evergreen and topical articles.

Main goal

Website clicks – get traffic onto the website

They use google analytics which gives them overall site data, not page specific. They get data on how they are trending / keyword searches etc.

Where do your customers come from?

- Enquires form on the website – quite a lot through there. [content strategy to support these enquires]
- Google search [Bespoke content helps with this, syndicated doesn't]
- Social media raises awareness [TM content gives them something regular to post]
- Also referrals from other professionals such as financial advisors – [can the content be tailored to this audience or others?]

'We do get quite a lot of recommendations and referrals too. Wills & probate probably has an equal balance between new enquires [from website] and client referrals'

Monthly process

- We get 5 across the whole firm.
- Pick and choose from the 15. We don't need more than 5
- Five is enough for us – one social media post a week
- Any more would be too much to share
- 'there comes a point when there is too much to share' its not valuable.
- No fixed pattern of split between departments each month, one month w&p might have three, con has 1 and fam has 1
- Or another month the split might be different, depending on the articles I guess?
- We balance it based on the titles, rather than a fixed set up.

How does the exact process work?

How do you decide and liase between the departments?

- Amy gets the email from Hannah, saying heres the list, and im probably the first to reply saying 'heres the list'
- **They are so busy down in conveyancing** that Hannah picks between her and the practice manager./need to make the process as easy as possible – very few clicks, easy to understand – make it easy for busy people/ - reminders that the new content is ready to view, monthly cycle is coming to an end./
- And we just pick a title [for them] that we think would be interesting
- Hannah oversees the selection of topics and delivery of content.

- We used to get zip files but they were coming in a format that was quite hard for us to review, and make our own additions to [they like to edit the files]
- Recently we've been getting them as plain word documents, which has been easier. [what is the best format for downloading?]

Tailoring the content

- Hannah previously has put them into a word format for me, now they are sent as word docs. 'it comes like that now'
- I would make tweaks to the content, the accuracy – if there is something I want to add
- Sometimes im not to keen on how its worded, most times there will be something that I need to amend.
- Im not quite keen on it or I need to add something. That's my involvement, then Hannah does the rest of the magic
- Most times there will be something to amend
- Family does the same – they review the articles – different people like to express things in different ways –
- They make amends to theirs – nothing substantial, just a few wording points
- Last month we had one which was top five divorces of all time – because that's not really founded in the law, its just individual cases, they wouldn't so much review, but
- Its more the ones that are giving specific legal advice that we would want to review.

So you make amends to articles, would you ever write them yourselves?

No

Previously to TM, did you use any other copy writers, does anyone else in the firm write?

No

We used to do it in house, that's why we didn't do a lot [didn't have time]

Yes the content is useful.

There has been a huge increase in the amount of content we are using.

Even if you had the title, if you had to write it yourself, its quite time consuming,

Whereas if you've got half an hour, you read through the articles, make any small tweaks and then theres 2 or 3 articles for your department,

And that's really helpful, in that sense.

- Take delivery of the documents, send them over to the departments, they might make some tweaks, she then sends them back to Hannah, who places them wherever they are going.
- The only other thing they do is use hootsuite.
- We use hootsuite to streamline our social media – we do that ourselves – we don't contract out for that.

They could be doing a lot more. Knowledge gap? Content marketing resource? General marketing tips?

- Hannah schedules the posts that will have the content,
- Ill draft something with the title or the instruction.
- *Uses the title and adds a link back to the page where the blog is posted.*
- Ill just link to the articles, try and get the clicks through to our website.
- LinkedIn, Facebook and Twitter
- All our articles go to those three.
- We also use insta but you don't post the articles to there because you cant put a link to the article.

Hannah re-uses the content on the website.

She must have a folder somewhere with all the previously ordered articles. – have an article history on the website, with each month going back like the first iteration, and each article they ordered that month – available to re-download – and save edit feature – so they can edit the article and save their own version.

- On our website we can just change the posting date
- So for example we had one done for holiday arrangements, for separated parents, so that one had a brief introduction at the beginning, originally about summer holidays
- So I just updated that initial introduction to make it about the Christmas holidays coming up.
- So those kind of blogs - if I re-date it – it pulls it to the front of our blogs list
- And I just re-share that on our social media.
- So we do have ones like that -
- And there is a wills checklist thing – which is the kind of thing we can just re-share.

- Every few months, because its unlikely to change very much –
- SO some of the blog posts are stuff that we would re-share – but not all of them, necessarily

Tech

All laptops

Always on the computer

Just takes her a couple of minutes to create a blog post on the website

Gemma deals with the payment – Hannah isn't sure how they pay.

Who is the main point of contact with Baker law? Hannah? Does she just send the invoice over to her?

Amy – originally it was set up for invoicing on a monthly basis.

Yes they use direct debits for other services –

What about logging in and setting up the payment on the website, with a rolling payment that you could log in and manage on your dashboard'

I reckon that would be easier.

In the email, it comes to Amy, me and gemma,

So for amy for example, she wouldn't have to log in. she can just look at the email.

She can just read them in there and reply.

I think for me it *might* be, but I can do that myself I guess... I can get the list, and distribute them round.

I mean, because they are covering various different departments within the firm, there is always going to be an element of that for us anyway, of trying... of having to communicate them around.

Amy – from my perspective it probably is the same [as hannahs] it's a fairly simple process, it works - the way it does at the moment [so they want to carry on being able to do it in this way – so the website needs to allow them to continue accessing the choices and deciding between themselves as they already do]

Yes I would log in, and because Hannah, quite often, it sounds like, gemma chooses the other departments anyway

Well, family being the other main department I have to choose it for, I have to chase them quite a lot with this anyway, I cant see that they would be proactively logging into the website, [busy – not a priority for family lawyers?] to download their content.

I have to go and hover over their desk, to get them to do it,

Q. So if it continues to work the way it does today, so you just get same email, and chase family etc, but some departments could log in, some could just continue to do it through Hannah,

Would that be good?

Amy: I think what would be good, if it was a possibility, to have a generated email that says these are the fifteen new topics that are available to download,

Because then it can be the same sort of format where I go 'yeah I want one, two and three, and Hannah can liaise with family, but then ultimately hannah could go on and download them rather than waiting for it week later [like the existing method] like you said, what you reckon?

Yeah I think it would speed up the overall process, so I think it would work

Amy – click on the button and do a linked action? [make choices from email] that could potentially be better [I think]

She thinks it would be better if it could be done from the email – rather than having to log on – because that would create an extra step –

If you had to go and log on, you would be like 'oh I can't be bothered'

Its [difficult] to look at hannahs email, and try do it quite quickly –

[she was saying it's a pain point highlighting the ones she wants and sending them back]

Sometimes I struggle -

She says she struggles to highlight the ones she wants to sometimes

SO basically what was happening at the end there was, amy was saying there could be an improvement for her if she could just select from the email.