

# McClatchy Client Success Story

How One Law Firm Achieved Success with Social Media and Email Marketing with McClatchy

## At a glance

This Florida law firm struggled with staying top of mind, leading to their partnership with McClatchy to reach and resonate with their audience.

The Facebook organic posts achieved **99% more** engagement than before the campaign.

**McClatchy**

## CHALLENGES

Despite being among the top firms in the area, the struggle to reach victims of accidents and crimes that caused injury or death was difficult. Their firm needed a solution that resonated with potential victims before an incident occurred so that they would be the first firm the victim thought of when ready to seek the justice or compensation they deserved.

## SOLUTION

The McClatchy team suggested **social media marketing and email creative** that established the firm as an authority. Their target audience was defined, and their most active platforms were identified as Facebook and email.

From there, the strategies included targeting audiences with Facebook Carousel ads.

The law firm also delivered e-blasts followed by email newsletters that educated receivers on the frequency of accidents in common places people visit for enjoyment and entertainment.



Facebook ads



E-blasts



Email Newsletters

## SUCCESS

Facebook paid ad campaigns achieved a **1.16% clickthrough rate** (versus a .89% industry average).

Facebook organic posts achieved **99% more engagement** than before the campaign, with video being a major contributor. Email campaigns achieved a **21% view rate**.

McClatchy's capabilities to help legal brands with social media targeted email marketing, organic and paid social media strategy, and other digital campaigns extend beyond just one law firm.