

Case Study

Gorvins

Building the profile of experienced partners



1. Objectives

The current PR campaign aims to:

Build profile for experienced partners and departments across three practice areas to support 12 month business growth goals

2. Planning

Setting the tone for a more high profile campaign (it's year four of our association with [Gorvins](#)) required thinking and encouragement and working closely with teams in departments to put a doable PR plan together.

Work here included presenting the reasons for getting more proactive, individual brainstorming sessions with teams to establish target customers and messaging and then creating and managing the PR programme ongoing.

The strategy has been fully supported and endorsed by the senior management team and the in-house marketing function. It could not have progressed without their sponsorship, championing and buy in.

Part of the planning process has been to identify relevant media and other stakeholders key to the firm's aspirations and drive for better content creation from the departmental 'experts'. We are building confidence in developing interesting blogs and news pieces and getting quick at turning around comment on news of the day.

The work is a deliberate mix of fast-turnaround to tight deadlines and longer-term strategic work like 100 Days for Stockport, which was created to provide a volunteering framework for the firm and invited community organisations to pitch for legals' time and energy! Its launch generated headlines on broadcast and in media across the catchment area, with many local charities and causes applying to the firm for help.

3. Results

It's early days for the new campaign, but there have already been some good profile opportunities for the employment team – always a newsy area – nationally on BBC Breakfast (now being produced in Manchester) and in regional business titles. It follows a good first year of campaigning where we created a mixture of features, news and opinion pieces, doubling coverage (74 pieces of positive editorial).

This year there is a mix of stories and campaigns. We have supported a Mr and Mrs education offensive with the family team, where they are attending wedding fairs promoting newsy pre-nuptial agreements and also getting the opportunity to speak to people about wills and property ownership. The future will see tie ups with children's disability support group Kidz Up North for the wills, trust and probate team and specific sectoral work with high stress professions for the family team.

Specific KPIs have been established for each department's PR campaign which are being worked to and which will be reviewed after six months.

4. Feedback

“PR is an important part of our marketing mix and the Souter team has enthused our partners and fee-earners to get more involved. Part leadership, part delivery, part training Souter's intelligent hard-working service is already starting to get results.” Jo Scott, Head of Marketing