



TIQ LAW FIRM ACCELERATOR PACKAGE

Your Life, Your Legacy, Your Way !!

We Provide The Professional Experience You
Want and Deliver The Growth Results You Need.



www.legalmarketing.in
www.technocratiq.com



A close-up photograph of a person in a black lawyer's robe with a red lining, holding a pair of brass scales of justice. The scales are held in the person's right hand, and the pans are visible. The background is dark and out of focus.

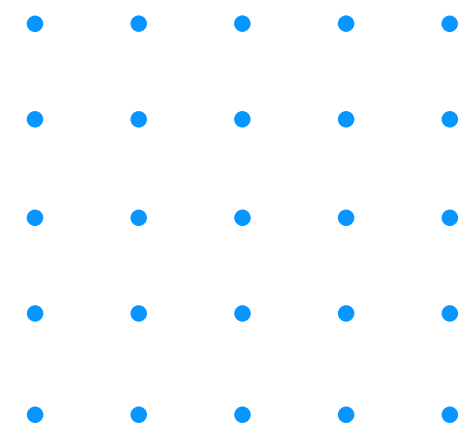
COMPETENT GROWTH ADVICE FROM A TRUSTED MARKETING AGENCY BUILD FOR LAW FIRMS LIKE YOURS!

While you are committed to justice, we are committed to YOUR success..



www.legalmarketing.in
www.technocratiq.com

Technocratiq Digital



EXPANDING DIGITAL HORIZONS

TIQ Digital is an elite IQ-based Digital Consultancy that can build your online presence into something powerful. We can handle all your digital marketing needs to create an affinity for your brand while implementing the required digital assets.

We provide innovative marketing practices and customer-centric roadmaps that change the way people identify your business. We help YOU to build a BRAND, define strategies, provide IT & business solutions, deliver models that widen your audience, and achieve higher engagement. From consulting and creative campaigns to insights and analytics we cover it all!!

We help you identify gaps in the existing structure or help you set up a new foundation to drive PROFITABLE GROWTH through our leading-edge digital customer experience.



OUR DIRECTORS



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Managing Director

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Mohit Rana

Executive Director

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Reach out

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Certified in
"Brand Management"
from University of
London - LBS



Digital Transformation
Certification by BCG
and the University of
Virginia



Masters in Business
Administration in
"Marketing
Management" from
JCU Singapore



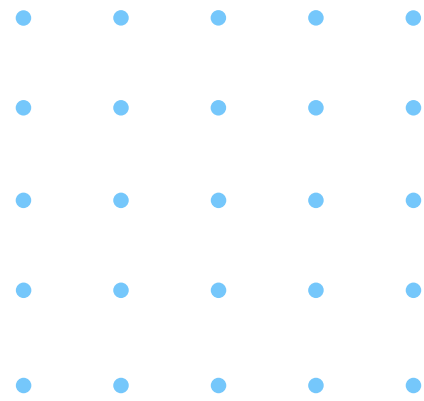
Certified in
**"Leadership Through
Marketing"** from
Northwestern
University



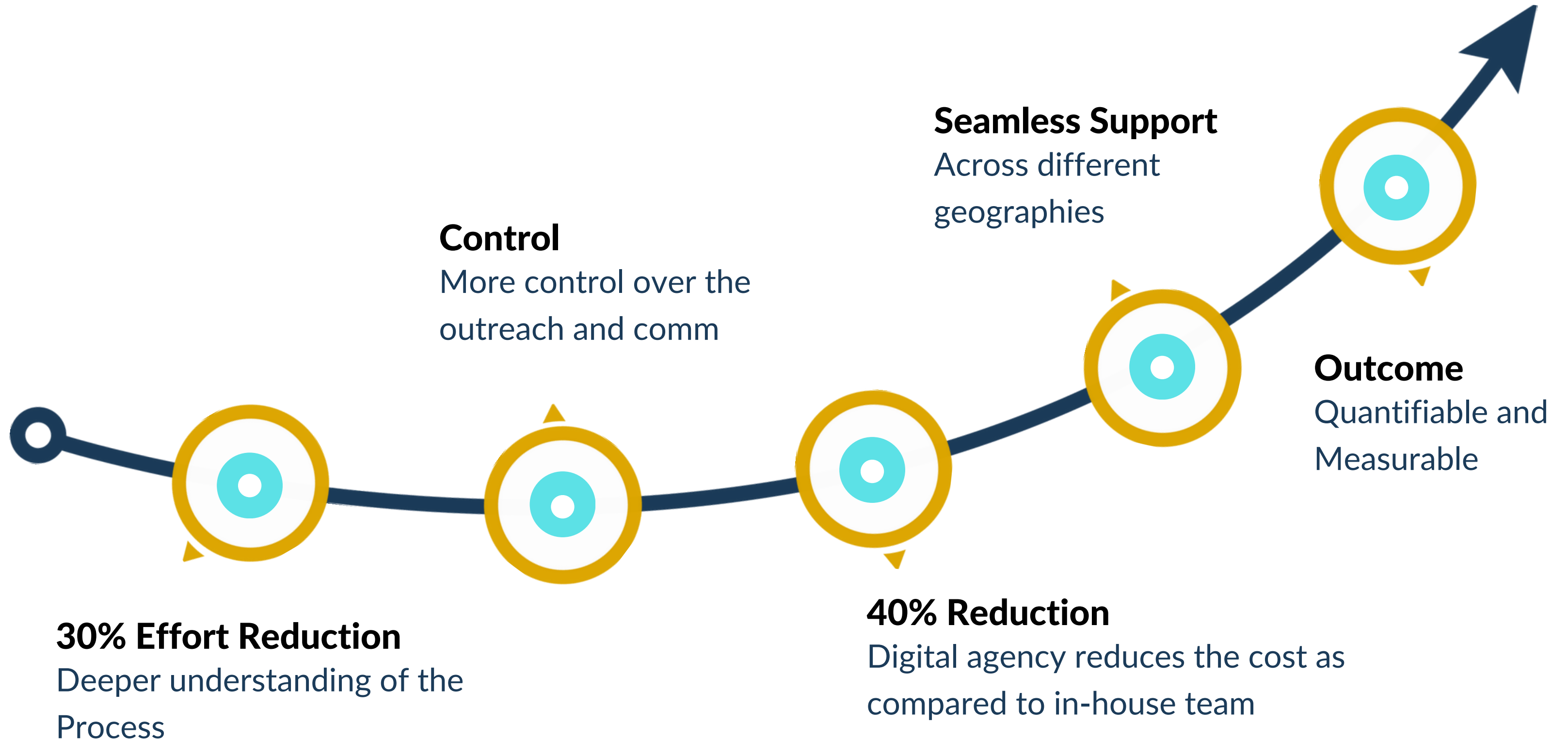
Inbound Sales
Certified by Hubspot
Academy - One of the
leading growth
marketing platform



Bachelor of Science In
Business
Administration from
Franklin University,
Columbus Ohio USA



Our Target ROI/Outcome



Organic Lead Gen Strategy for Law Firms

Increase Qualified Leads Inflow through SEO with CRM

At TIQ, We believe that lead generation strategy encompasses your company's vision at each stage of the customer journey.

There is a lot to law firm marketing: determining your target audience, defining the ways to reach them and contact them, analyzing their behavior in your online community to improve their experience.

Long story short, your goal is to increase the number of leads and, ultimately, garnering loyal customers, who then recommend your services to others. Loyal users are the foundation of your company's success.

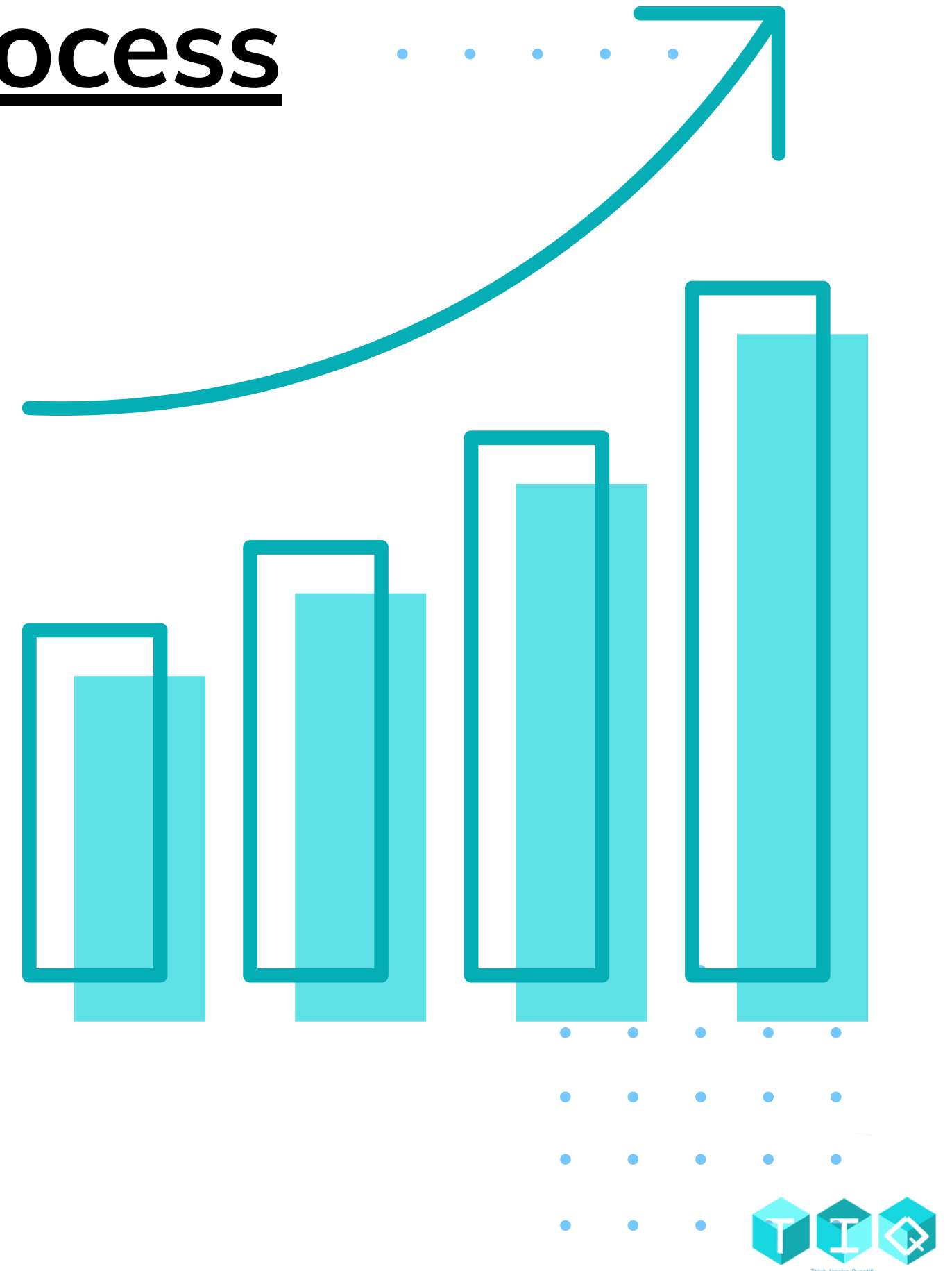
Our aim is to create a system, which is measurable at every level of the journey.



Lawyer's/Attorney's SEO Process

We provide SEO Services that will Grow your Law Firm Practise. Our SEO Services help your site to come up more in searches and enable it to rank higher in search engine results.

- SEO Audits
- SEO Optimization
- On-Page Optimization
- Off-Page Optimization
- Localized SEO Strategy
- GMB Optimization
- Website Migration SEO
- SEO Copywriting
- Customized SEO Reporting



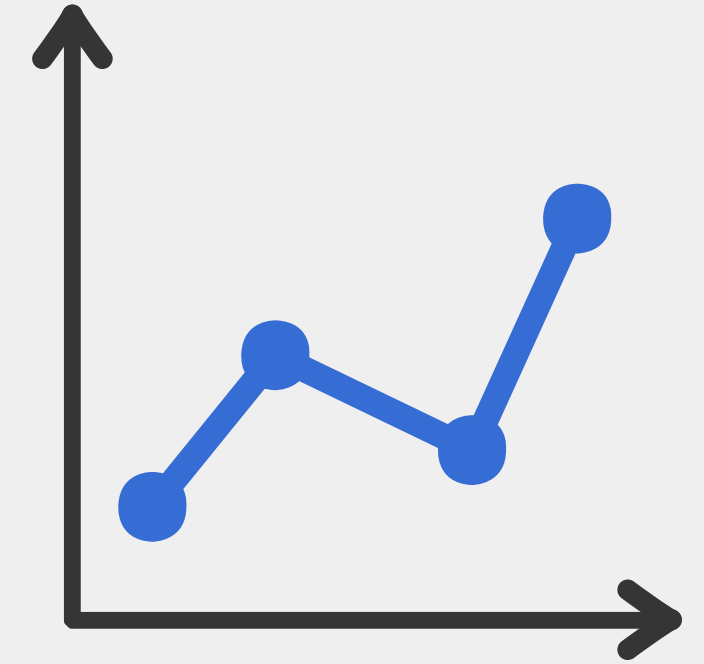
How SEO will benefit Law Firms



- **Boost Credibility** - A site that ranks high on search engine results pages is typically considered high-quality and trustworthy by search engines.
- **Supports Content Marketing** - By creating helpful content for visitors, including text, images and videos, your site will rank better in search results. But SEO can support your content marketing efforts too.
- **Gives Competitive Advantage** - Those who invest heavily in SEO often outrank the competition in search engine results and gain market share. If you consider that results on the first page of a Google search get over 90% of traffic.
- **Reach More People** - While many marketing campaigns tend to focus on a defined target audience, SEO can help you attract anyone with intent at a given point in time, no matter what stage of the buying funnel they are in.
- **Get Quantifiable Results** - With SEO, you can track changes in rankings, conversions, and website traffic. Platforms like Google Analytics provide a comprehensive suite of information, allowing you to drill down to an incredibly granular level.
- **Improves User Engagement Rates** - An optimized site brings in quality traffic. If you have a site with useful content that matches the searcher's intent, they will likely spend more time browsing, which ultimately can lead to more conversions and increased ROI.

The Five Phases

Our evergreen 5 phase SEO process is tested and proven to get you climbing with consistent results.



Discover

In-depth research and auditing to understand the current state of your SEO

Plan

Custom campaign strategy and roadmap developed tailored to your unique objectives

Improve

Technical, usability, and content enhancements made to improve your website

Promote

High-quality content creation and distribution and manual outreach to influencers

Evaluate

Detailed reporting and analysis that guides an ever evolving strategy



Search Engine Optimization (SEO)

User Experience and CRO

- Perform design audit of all pages and document broken or badly-implemented features
- Review and streamline navigation
- Installing apps like Hotjar to create heat maps of user behavior
- Review and implement heatmap data insights on a recurring basis
- Split test branding, design, and CTAs
- Minimize clicks to reach forms or frequently sought information
- Make addresses and phone numbers clickable
- Review and implement conversion insights on a recurring basis

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Technical SEO

- Recurring site architecture audits
- Recurring XML sitemap audits
- Schema markup tests
- Configuring site maps
- Staging-to-live practices and schedule

Std | Pro

✓		✓
✓		✓
X		✓
✓		✓
X		✓

Content Optimisation (monthly)

- New blog posts for onsite or offsite placement
- Renovations of existing or old content
- Set procedures for analyzing changes in signals that respond to content (rank, keyword capture)

Std | Pro

6		9
2		4
X		✓

Link building

- Developing a list of highly-relevant prospects
- Developing and implementing an outreach plan to priority sites
- Measuring the effect of links and noting the effect of different partners and acquisition speeds
- Building out social media profiles to promote links that have been built

Std | Pro

✓		✓
X		✓
X		✓
✓		✓



Search Engine Optimization (SEO)



<u>Topic and keyword research</u>	<u>Std</u>	<u>Pro</u>
• Researching topics associated with seed topics	2	6
• Auditing the variety of topics already on the site	✓	✓
• Deploying new content to change the topic balance	X	✓
• Tracking the performance of new topic pages	✓	✓
• Performing initial research to determine missing opportunities	30	60
• Scheduling keyword updates for new or existing content	X	✓
• Testing the implementation of keywords	✓	✓

TECHNOCRATIQ DIGITAL

<u>Local SEO</u>	<u>Std</u>	<u>Pro</u>
• Implement uses of the city name and address across the site	✓	✓
• Apply local schema across the site	X	✓
• Create content that emphasizes local landmarks, addresses or events	✓	✓
• Claim and optimize GMB profiles for the business (new monthly posts)	4	6

<u>SEO benchmarking</u>	<u>Std</u>	<u>Pro</u>
• Rank across a number of topics and searches	4	6
• Traffic over time	✓	✓
• The velocity of new links built (deliberate and earned)	X	✓

<u>Quick Wins</u>	<u>Std</u>	<u>Pro</u>
• Applying missing basic optimizations such as metadata	✓	✓
• Resolving site errors	✓	✓
• Applying recent best practices such as mandatory mobile readiness	✓	✓



Law Firm Accelerator Marketing Solutions

Rate Card

Standard

- Get 70+ Qualified Leads
- + Free CRM
- + Client Acquisition Strategies
- + 2 Monthly Expert Consultation and more!

INR 75,000/month

Professional

- Get 100+ Qualified Leads
- + Free CRM
- + Client Acquisition Strategies
- + Brand Enhancement
- + 4 Monthly Expert Consultation and more!

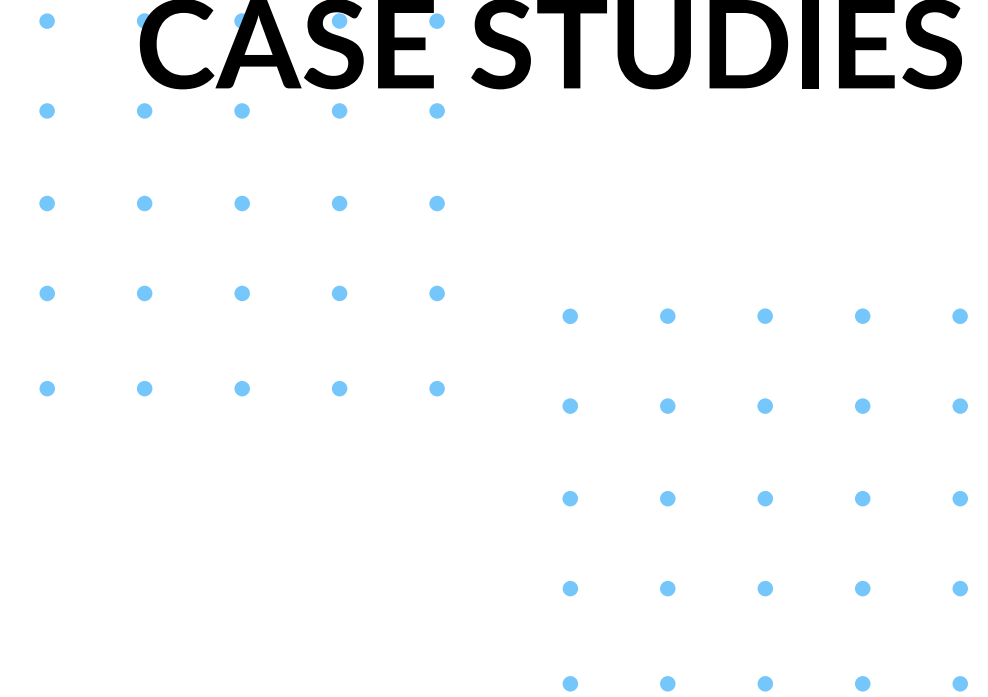
INR 100,000/month

Rates applicable till June 2024 – Subject to price revision based on the date of engagement





CASE STUDIES



UNDERSTANDING THE CLIENT LANDSCAPE

Target Audience Analysis and Market Segmentation

IMPLEMENTING EFFECTIVE LEAD GENERATION STRATEGIES

Leveraging Digital Marketing, Referrals, and Networking

OPTIMIZING CRM INTEGRATION

Streamlining Processes for Enhanced Efficiency and Client Relationship Management

||| CASE STUDY

#Legal #Marketing #Growth

Key Highlights

- ❑ Implemented targeted content marketing strategies tailored to legal industry niches.
- ❑ Top India headquartered global legal consultancy firm
- ❑ Leveraged search engine optimization (SEO) techniques to optimize website for relevant keywords
- ❑ Established thought leadership through guest blogging and speaking engagements
- ❑ Offered valuable resources such as legal guides and webinars to attract and nurture leads.
- ❑ Fostered strong client relationships through personalized email campaigns and follow-ups

Challenges

- Initial lack of visibility in competitive online legal market
- Ensuring compliance with legal advertising regulations
- Overcoming skepticism from potential clients regarding online legal services
- Limited resources for content creation and marketing efforts

Key Outcomes

- 250% increase in organic website traffic and search engine rankings
- Revenue factor through digital activities rose 80% and contributed to 25% of turnover in 2 years
- 50X Return on Investment

||| CASE STUDY

#LegalTechIndia #CRMIntegration #LeadGenSuccess

Key Highlights

- ❑ Implemented advanced lead generation strategies including targeted advertising campaigns, email marketing, and event sponsorships
- ❑ Selected and customized a CRM system tailored to the unique needs of the law firm, ensuring seamless integration with existing processes
- ❑ Established key performance indicators (KPIs) to track and measure the effectiveness of lead generation efforts and CRM usage

Challenges

- Overcoming resistance to change and ensuring buy-in from staff members for CRM implementation
- Integrating the CRM system with existing IT infrastructure and ensuring data security and compliance
- Navigating the shift from manual lead tracking to automated CRM workflows

Key Outcomes

- Overall revenue growth of 40% and a 15% increase in market share
- Significant increase of over 50% in the volume and quality of leads
- Achieved a 30% improvement in efficiency and accuracy in lead tracking

Other Clients

- **Ahlawat & Associates- Leader in Indian Legal Ecosystemt**
- **Seedling Associates- Top company in Indian Entry Services for global firms**
- **FICO (Fair Isaac Corporation) - Data Warehousing and Business Intelligence**
- **Providing Marketing support to various campaigns for Clinally (Indian Govt Approved Healthcare Project)**
- **Saudi Aramco, Saudi Arabia – Capital Project Supply Market Analysis and Data Transformation**
- **Boston Strategies International Savings Calculator: Designed & developed a complex savings calculator and reporting mechanism**
- **RevChain - The largest SaaS model for achieving Net Zero through digital platform.**

Industries Focussed



Oil, Gas, Power



Financial and Legal Sector



EdTech (Online Education)



Industrial and Manufacturing



Logistics & Automotive



Media and Promotions



Think. Inspire. Quantify.

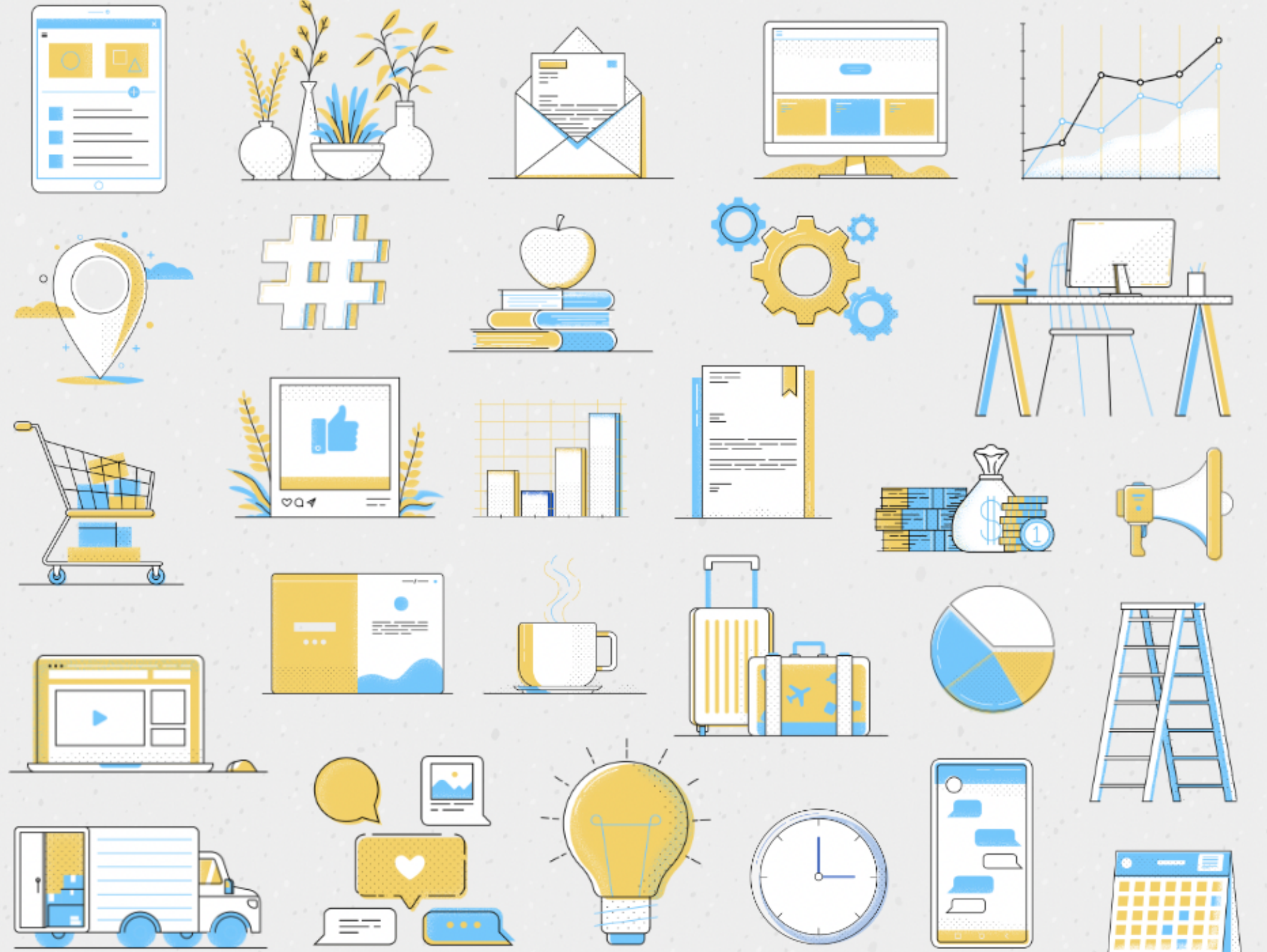
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