

# Social media & PR for SCE Solicitors, Leeds

getaheadva.com    office@getaheadva.com    01483 332220



## Who are SCE Solicitors?

SCE Solicitors are a legal firm specialising in HR and employment law, with a particular focus on mental health in the workplace. Since its foundation in Leeds in 2011, the business has grown dramatically, particularly during the pandemic. SCE has expanded geographically as well, and now supports businesses across the whole of Yorkshire.

## Challenges

SCE's founder, Samira, had been struggling to balance her casework with marketing the firm through social media. She approached us in October 2019 to manage her personal LinkedIn profile, following a recommendation from an existing client. Towards the end of 2020, Samira needed marketing and PR support as the firm prepared to celebrate its tenth anniversary. The SCE team had been managing the business social media pages but as the business grew, they no longer had the capacity. Building on her existing relationship with Get Ahead, Samira asked us to help.

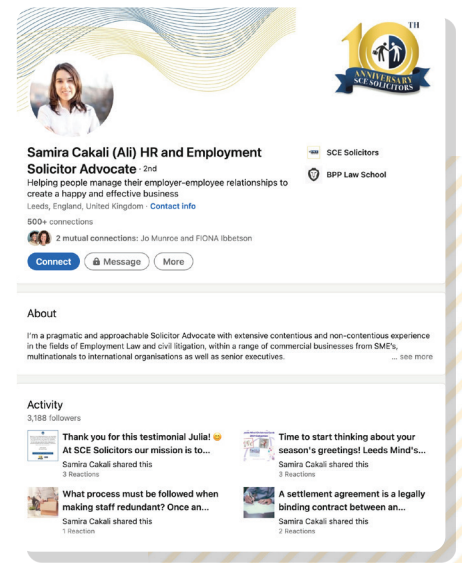
## Solutions

Working closely with Samira, we created a dedicated marketing plan around the anniversary. It included updated graphics to use on social media and other platforms and a content plan for themed blogs. The new content aligned with the overall PR and social media campaigns.

Get Ahead's content experts also identified that SCE's newsletter would benefit from a refresh. Samira welcomed the idea and the newsletter was included in the updated content strategy.

## The process - working together to achieve SCE Solicitors' goals

- Social media expert Hazel was already managing Samira's personal LinkedIn profile and had a good understanding of the business. Building on her client knowledge, she seamlessly took over SCE's business pages too. She managed the increased workload by adapting the existing Trello board to improve communication across the marketing team.
- Content marketing strategist Claire has a background in professional services and, liaising with the team, she came up with a complete list of blog ideas for the year, which she delivered according to the timescale and uploaded to the website.
- Caroline worked on the PR campaign, writing the press releases and working with Samira to identify the most appropriate publications to approach.
- Kate designed the graphics for the ten-year anniversary, to be used on social media and to bring the written content to life.



## Outcomes

SCE's ten-year anniversary was featured in the following publications

- Growth Yorkshire
- Business 247
- Yorkshire Times
- Yorkshire Business Daily
- BDaily
- Business Mondays

SCE are also delighted with the social media results: engagement with Samira's personal LinkedIn profile has increased by 90% and the company page 4-fold.