

# NEXT PAGE BRAND STRATEGIES - CASE STUDY

## Satterfield Legal

### GROWING & ENGAGING SOCIAL MEDIA CHANNELS

#### Satterfield Legal

Satterfield Legal officially opened for business in 2015, offering estate planning and estate administration legal services to clients throughout the greater Charlotte area.

In 2019, Satterfield Legal came to Next Page to begin developing and expanding their social reach.

#### Key Metrics

Since August of 2019, Next Page and Satterfield Legal have worked together to grow these social channels in both following and engagement.

 **1,180+**  
Likes & Comments

 **342+**  
New Followers

As a solo entrepreneur, having trusted professionals on your team is a must and Cassandra is an invaluable asset. Next Page Strategies, Inc. takes the guesswork out of marketing.

*Maria Satterfield, Owner*

#### CHALLENGE

As a legal firm, leveraging social media can present its own unique challenges. While Satterfield Legal already had a strong presence developed on Facebook, they felt it was important to develop a following on two other important channels: Instagram and LinkedIn.

Despite housing two fundamentally different audiences, both channels saw significant success and growth through similar strategies.

#### SOLUTION

Next Page launched and honed a social media strategy that consisted of three valuable concepts, all which resulted in increased engagement and organic follower growth.



**Consistent Post Schedule**



**Regular Engagement**



**Valuable Content**

#### SUCCESSFUL STRATEGIES

1

##### Consistent Posting Schedule

Posting on social media increases brand awareness and increases visibility and reach. Doing so on a consistent basis meant Satterfield Legal was in front of new audiences on a regular basis.

2

##### Regular Engagement

This tactic is especially important to growth on a fast-moving platform like Instagram. Liking, commenting, and following other brands in the legal space was crucial to Satterfield Legal's growth.

3

##### Valuable Content

Satterfield Legal had so much valuable, informative content to share, which is why Next Page began their "Tip of the Week" series. By offering free, valuable content, Satterfield Legal increased brand trust with new and loyal followers, particularly on LinkedIn's platform.