

Sean Freeland

Outta The Box

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SLOGAN

“Freeland For YOU!”

Specialty

Family Law: _____

Divorce

Legal separation of
marriage partnership

Custody issues

Responsibility of split/joint
guardianship or protective
care

Personal injury

Car accident or other terms
that inflict injury of self or
others.

DUI

Driving under the influence

Criminal Justice: ↙

Possession

Having or distributing X
amount of illegal substances.

Underage

Owning or in vicinity of
substances while under the
legal age limit.

Target Audiences

College Students

Knoxville is crawling with UT students who all too frequently need legal help! We think you should position yourself as their go-to guy their parents can trust. Many students are from out of state; thus, by not positioning yourself too closely to UT, you will be more likely to retain parents who live elsewhere long term.

Parents

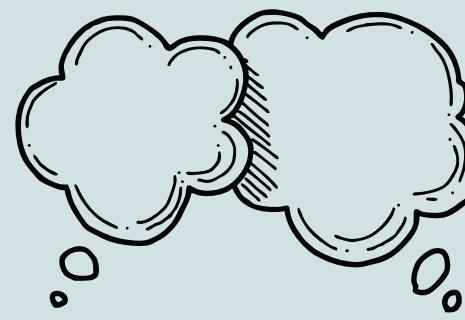
Again, UT is a massive school with parents from all over coming to visit their kids. By advertising geographically close to campus and the surrounding areas, your name and image will be seen often by this target audience without aligning yourself with the University itself.

Younger Adults (under 45)

Thousands of Knoxville residents fit into the 25 - 45 demographic. As the city's population increases exponentially, the number of young, middle-aged people continues to grow! Many people in this age bracket are getting divorced, filing for custody, and getting arrested. The possibilities are endless!

Younger Families (under 45)

Most of Knoxville's population falls into this category. As divorce rates grow, so do family's need for legal services. Additionally, this target audience will inevitably be going through various custody battles and will be more inclined to come to you if they have previous experience with you/you're a one-stop shop for both needs.



Brand Strategy

Who is Sean Freeland?



Share Journey!

Create a Blog!

Partner w experts in related fields

Organize educational events

Create engaging video's explaining complex legal concepts

Share values!

OR... Create a podcast!

> Guest Blogging & joint webinars/livestreams

Sean can then share his expertise and provide valuable information to potential clients.

> Simplifying those concepts will create impressions.

Why he is passionate about helping clients!

> He could use either of these platforms to share insights & advice

OR social media collaborations
E.x: Instagram

this could even be a Ted Talk!

This can be shared on social media platforms & website

Brand Strategy

These will create a strong emotional connection with potential clients.

These two content ideas will build trust with potential clients/target audience.

This will expand Sean's reach and credibility

By providing his expertise and valuable information, it'll help establish Sean's brand image

Each attorney is unique, so it's important to brand their specific strengths & targets

Local Competition

Law Offices of LaFevor & Slaughter

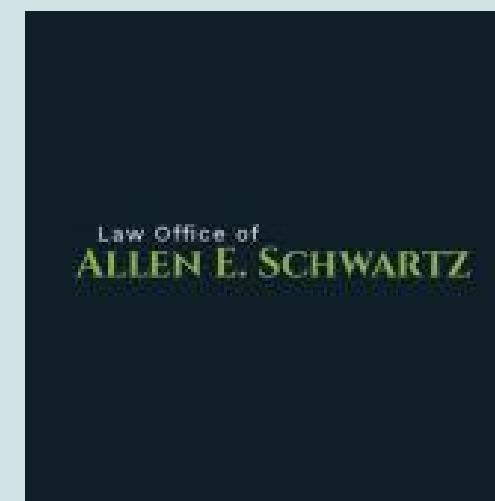


Cole, Guindi, & Pienkowski



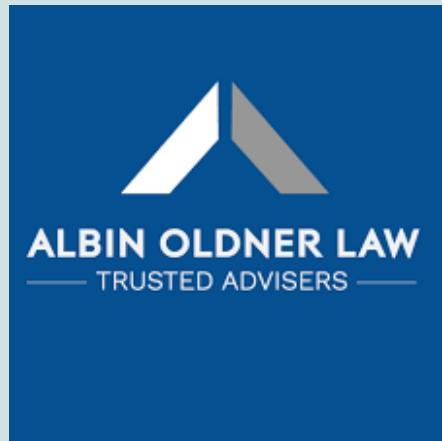
Cole, Guindi
& Pienkowski

Law Office of Allen E. Schwartz



National Competition

Albin Oldner Law, PLLC.



Albiston Brannon & Gilbert, PLLC.

— ABG —

ALBISTON | BRANNON | GILBERT

Alderman & Alderman, Attorneys at Law



Our Recommendations

Color Scheme

#0F283B

#D1E2E4

#A4CA8D

Logo



Business Card



Freeland for YOU!

Digital Billboard



Direct Mailer



Freeland for YOU!



Sean Freeland
Attorney

Freeland
123 Attorney Lane
Knoxville, TN 37916

stamp

Current Resident
123 Direct Mailer St.
Knoxville, TN 37934

Contact Today: (865)294-8008
seanfreeland@gmail.com

Family Law - Criminal Justice - Personal Injury

Sean Freeland



Freeland for YOU!

Family Law - Criminal Justice - Personal Injury

Contact Today: (865)294-8008
seanfreeland@gmail.com

Current Resident
123 Direct Mailer St.
Knoxville, TN 37934

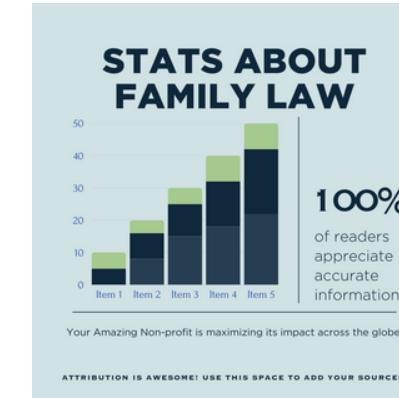
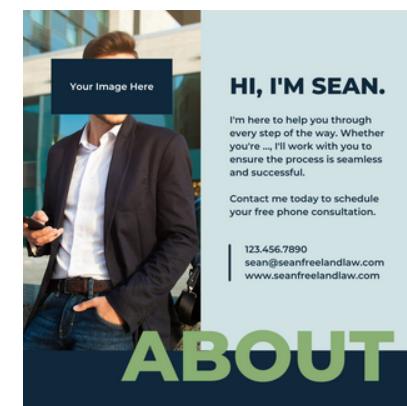
Freeland
123 Attorney Lane
Knoxville, TN 37916

stamp

Social Media



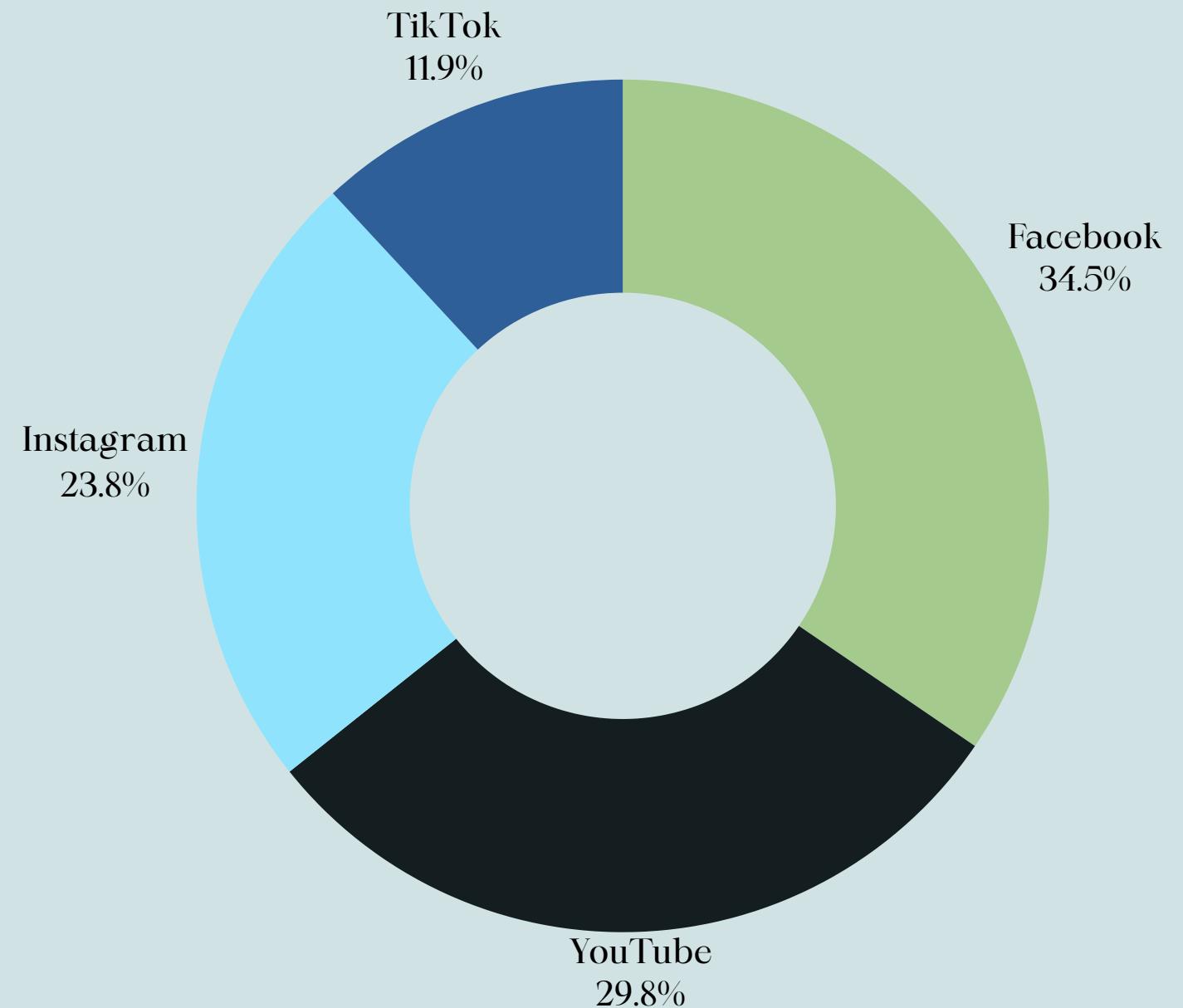
Instagram Promo
@thefreelandlaw



Instagram Content Ex
@thefreelandlaw

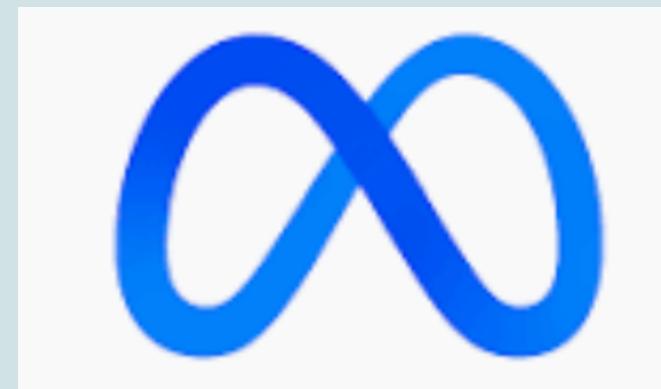
Facebook Event Post
@thefreelandlaw

Social Media Strategy



- Most interactive users by platform
- Media presence
- Importance of reach
- Easy pattern of content to follow
- Frequency of posts
- Audience connection
- Audience engagement

Why should you use Instagram & Facebook ads?



ONLY
0.20-2.00 cents per click

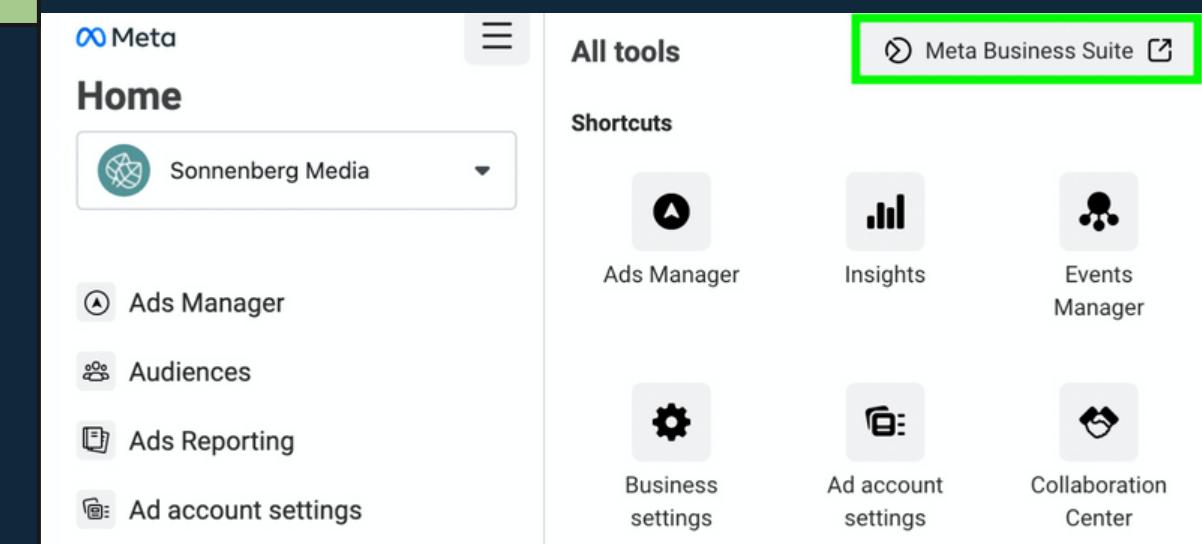
EASY TO DO BY
YOURSELF

META can control both
your Instagram &
facebook ads

Ads can provide a direct
link to your blog/podcast
or website

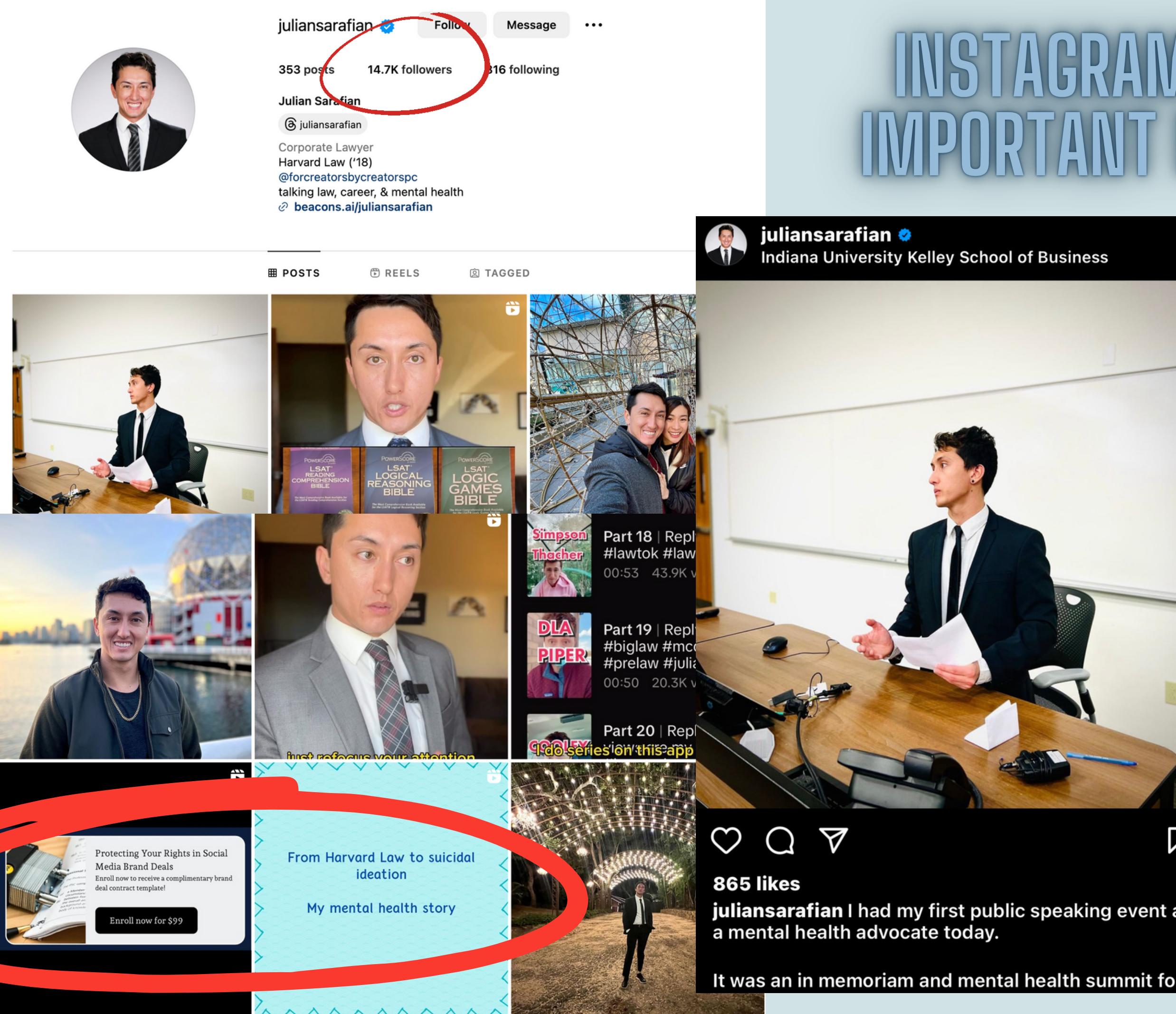
You get to decide how long
the ad should run

You can set a daily
BUDGET of your own!



Meta can show your
estimated daily results
based on budget &
timeframe

INSTAGRAMME NICHE *THE MOST IMPORTANT FOR NATIONAL REACH*



Julian might be a young lawyer who graduated from Harvard in 2018. BUT he is also a mental health advocate. Julian shares a piece of career advice and all things law-related as well. But what makes Julian stand out is that he is personable with his followers. and shares topics that are near and dear to his heart. Not only is he personable, but he also likes to show his quirky/funny side. This has generated brand deals, generating extra income for him. He has been a mental health advocate at public speaking events from his success.

Suggestions for local branding



HOST OPEN HOUSE!

Hosting an open house is an excellent way for the community to get to know you. Provide snacks or cater food to attract clients

NETWORKING EVENTS!

You can use these events to introduce themselves and their services and build relationships with other professionals in the legal field.

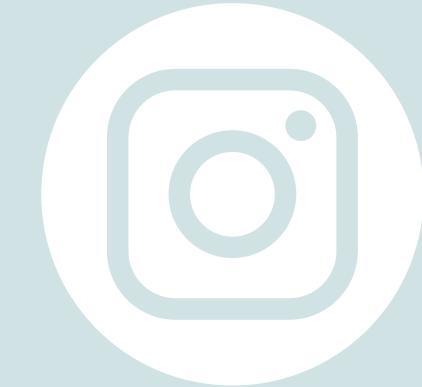
REFERRAL PROGRAMS!

Offering referral programs to existing clients is a great way to draw in more business. You can offer discounts or other incentives to existing clients who refer new clients to their practice.

COMMUNITY OUTREACH!

Host a legal clinic, volunteer at a local charity event, or join a local bar association to get your name out there

Suggestions for National branding



Do you have special interests in law?

Keep up with the latest national trials talk about them on your social media, and give your knowledge and thoughts.

Live streaming each week!

You should live stream about your chosen topics once a week on Instagram to gain attraction and to help grow your feed.

ARE YOU FUNNY? SHOW IT

Maybe you have a sense of humor? Showcase that! People will love it.

SHARE YOUR JOURNEY

How did you get to become a lawyer? Share your story, or share stories that you think will be interesting to people.

Q&A