

Kaleidico
CASE STUDY

Top Detroit Area Law Firm

OPTIMIZING IN-HOUSE MARKETING



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The Top Detroit Area Law Firm engaged Kaleidico to re-engineer their Google AdWords PPC strategy and execution, as well as jumpstart their social media channels.

One of the things that Kaleidico prides itself in is our ability to energize clients in-house marketing programs with new ideas, tactics, and strategy. This was precisely the role we filled for The Top Detroit Area Law Firm.

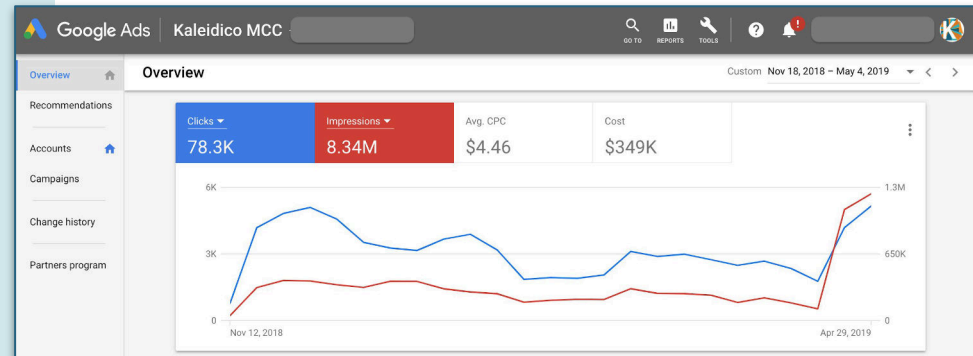
Optimize Google Ads

Large expanding Google Ads budgets often brings complexity and inefficiency.



Win Win

Kaleidico reclaims 40% of the ad budget and still increases the performance of the campaigns.



SOCIAL MEDIA STRATEGY + DESIGN + EXECUTION

In addition, our engagement included a social media marketing program. As a part of this engagement Kaleidico focused on crafting an overall social media strategy, building the editorial calendar manage its consistent execution, and design assets to deliver engagement.

A portion of this social media strategy was to create an engaging safety tips image posting campaign on Facebook.



#12 CHILD SAFETY!

Infants and young children should never ride in the front seat of a vehicle with a passenger air bag.



Example Social Media Campaign Assets

Reduced Budget
Increased Leads
More Engagement



Let's talk about your objectives

Visit www.kaleidico.com
Email hello@kaleidico.com

Kaleidico begins every engagement with strategy, digging deep into how your business works and succeeds.

Then we design a custom digital roadmap to take you from where you are to where you need to be.

Don't delay your success.
Schedule a discovery call today.

