



WEB PRESENCE & BRAND UPDATE

Indigo Law was finding it difficult to drive new business despite their longevity in the market. With the expertise of TLS Marketing, a new look website and logo was created with a professional and modern take on their original branding.

The Target

New, digital-savvy clients searching online for local and approachable legal support.

The Background

- No existing online presence to capture new business via mobile search and search engines such as Google
- Low to minimal new client enquiries
- Lacklustre logo and branding

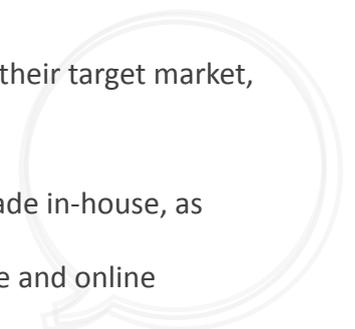
The Challenge

- Limited budget and time constraints
- Value proposition needed to be developed clearly and presented in layman's terms
- Needing to seem approachable to new clients
- Client needed to be able to manage website updates where required without approaching an external party to do so

The Strategy

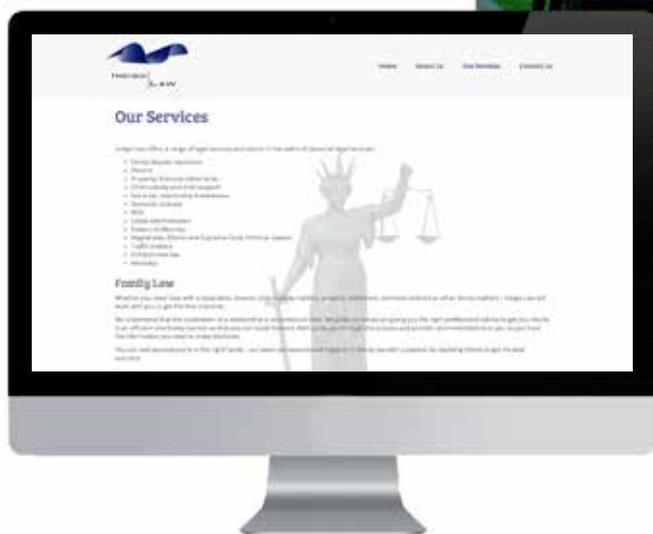
A succinct, 4-page website that professionally presented Indigo Law's services to their target market, minus the legal jargon.

- Work with the client to write relevant, customer-friendly content
- Provide client with an easy-to-use website platform where updates could be made in-house, as required with a simple guide
- Create a cheat sheet for the client on how to achieve the most from the website and online advertising





Indigo Law's new look website:



Website & Logo

The Result

While simple, Indigo Law's new website was in line with the client's expectations and gave them a starting place for their online presence—under budget and on time.



Client able to successfully set up additional online touch points like Google My Business and social media promotions using supplied cheat sheet.



Client confident in continuing to make progressive website updates in-house using the easy-to-follow webpage guide provided by TLS Marketing.

Testimonial

“The experience of working with TLS Marketing Solutions to create our web presence was first rate. They're always willing to go above and beyond their brief to assist us to grow our brand.”

Emma Meadth, Founder

For more information on how TLS Marketing could help your business, contact John today.

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