

# AJC



# SUCCESS STORY

## CASE STUDY

# How I Doubled the Online Audience for a Top Trade Association By Using SEO and Copywriting That Converts

## Key highlights

- ⚡ For years, AAJ struggled to find its footing with young lawyers. Its social media presence in particular cried out for a new approach.
- ↗ By speaking the language of their target demo, I more than doubled AAJ's total following across major social media platforms.

## The Setup

**AAJ**, or *the American Association for Justice*, is a trade association representing trial lawyers, and among the more muscular associations on Capitol Hill.

Despite AAJ's prowess in the halls of Congress, they struggled to recruit new members from the Millennial demographic.

The obvious implication of this problem was the potential for a future bottleneck on revenues. Winning over this demo could be key to AAJ's long-term solvency.



## Pivoting to a New Approach

For an association of AAJ's size and pedigree, its digital presence **left something to be desired.**

I had to approach this from a sales point of view: **how can we deliver value to AAJ's members online?**

An emphasis on content that members wanted to see was crucial. **Equally as crucial was getting it found.**

## The Growth Strategy That Worked

I focused on captivating video content with clear copywriting. No verbosity. No jargon. Just blissful clarity. **It was an SEO strategy in disguise.**

Members were interested in AAJ's signature benefit: **advocacy.** So I mined C-SPAN clips for hearings where AAJ bills were up for discussion.

By inserting AAJ into relevant discourse, I hoped AAJ's people would find us. **It worked. We skyrocketed.**

## How This Has Influenced My Program

Copywriting and SEO underpins all I do with Website Launch.

At first, we felt that social media strategy and website design could not be more different.

What we found is the search function on social media sites calls for keyword optimization, **just like a website.** This is now a consensus in digital strategy.

# The Results of My Strategy

## Real legislative momentum

An effect of AAJ's digital strategy was enhanced effectiveness of all digital campaigns, in particular, petition drives to federal agencies and calls to contact members of Congress.



## A trusted resource

AAJ asked me to lead a panel at their Summer 2023 convention on digital media best practices.

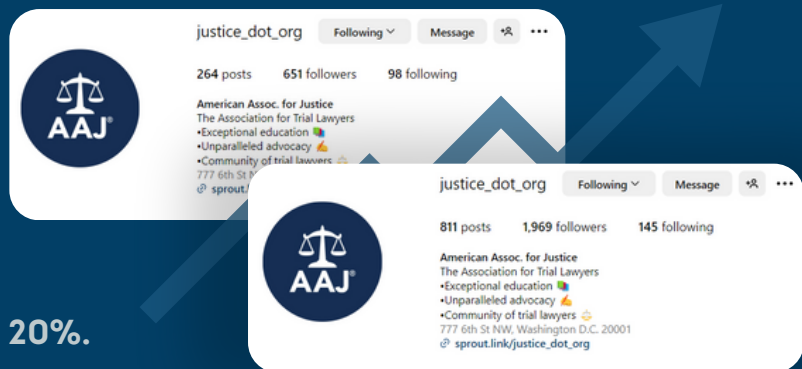
I shared strategies with law firm executives so they can learn from our success.



## By the numbers

AAJ's Instagram (the preferred platform for Millennials) saw the strongest audience growth, **multiplying on itself**.

**Other platforms grew by over 20%.**



# If You Liked This Project...

Then you're really going to like my new venture: my **Website Launch Program** fuses together the lessons I've learned over 7 years of working with doers in national politics and across the DC region.

**I can only take 3 customers per month, and on January 1, my prices increase permanently.** If you're serious and ready to invest in your digital debut or retool, take advantage of my early adopter rates and book a call now to see if my program is a fit. **If you are not serious, please do not book a call.**

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