

3 Pillars Law Enlists The Source Marketing Group to Overhaul Their Marketing Program



Case Study:

3 Pillars Law
706 Wilcox St.
Castle Rock, CO 80104

Website:

3pillarslaw.com

Industry:

Legal

ABOUT 3 PILLARS LAW

3 Pillars Law serves military service members and veterans in Colorado, specializing in small business law, family law, and estate planning. After expanding their practice to include real estate syndication and completing a corporate rebrand, the team at 3 Pillars needed a more polished and robust marketing program to match their new identity.

CHALLENGE

Budgets were tight in the years leading up to the firm's rebrand, so their marketing efforts were limited and generally managed in-house. They outsourced a few larger projects, like website development and SEO, but these were handled on a one-off basis and lacked a high-level strategy.

As the firm continued to grow and evolve, reaching their target audience and projecting a highly professional image became more critical than ever. They realized that trying to do both legal work and marketing on their own was neither effective nor efficient. It was time to bring in an expert.

SOLUTION

Byron Elliott, founding partner at 3 Pillars, contacted The Source Marketing Group for help. He had met Founder/CEO Kristin McFarland several years earlier through their volunteer work with a veteran-focused nonprofit, and knew her agency could provide the comprehensive marketing expertise he needed.

Because 3 Pillars was essentially starting from scratch with their marketing, Kristin and her team facilitated a number of in-depth discussions to help them clearly identify who they were marketing to, how they wanted to be perceived, and what they were trying to achieve. From there, the team at The Source developed a fully customized, cross-channel marketing program that perfectly aligned with 3 Pillars' unique needs.

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Handing our marketing off to Kristin and her team has freed me up to focus on things that generate money for the firm. **I can actually see an increase in revenue just because I've been able to add more billable hours each month.**”

Byron Elliott | *Founder and Partner at 3 Pillars Law*

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Four-part welcome series to onboard new email subscribers, introduce them to the 3 Pillars team, and highlight each of the firm's practice areas



Revamped corporate website with custom site design, fully optimized for SEO and mobile



Comprehensive marketing calendar to manage content across all their marketing channels and ensure a steady cadence of communications



Holistic email marketing program to keep the firm top-of-mind with their target audience



Branded assets including logos, business cards, and event banners to convey a consistent, cohesive brand image



Monthly email newsletter to provide value-added content and promote special events

RESULTS

Byron and the team at 3 Pillars are thrilled with the complete, integrated marketing solution that The Source created for them. Instead of one-off marketing campaigns with no real strategy or goals, they're now executing on a holistic marketing plan that creates a consistent, intentional experience for their audience across every touchpoint.

With this comprehensive approach to marketing, 3 Pillars is able to connect with their audience in a whole new way. In particular, their email program has delivered outstanding results. By identifying opportunities to encourage email sign-ups, 3 Pillars built an email list of more than 1,000 subscribers in just a few months. Engagement on the welcome series is truly impressive, with open rates that dramatically exceed the industry average.

The team at 3 Pillars also appreciates the polished, professional image that their marketing assets now project. Byron notes that he's received great feedback on the firm's new brand image. "I've had people ask whether we bought a franchise or purchased an established firm because everything looks so good," he says.

Perhaps most importantly, working with The Source has had a positive impact on the firm's efficiency—and their bottom line. Putting their marketing in the hands of an expert means they can spend more time on profitable work.

WHAT'S NEXT?

As 3 Pillars continues to grow and scale, they plan to continue and even expand their partnership with The Source. Once the current crisis is over, 3 Pillars intends to host a series of events for new and existing clients. They plan to tap into The Source's event management capabilities to get these efforts off the ground.

The Source is also working on a website and marketing collateral for Byron and his wife Katie's newly-formed real estate investment company.

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From start to finish, Kristin and her team **took ownership of the process**, ensuring that **every milestone was met** and **every deliverable was completed on time**. I appreciate Kristin's deliberate, **analytical approach**. She was so **organized and prepared** for every meeting that we had, and she did an amazing job of 'herding the cats' to get our project across the finish line.”

Byron Elliott | *Esquire, Founder and Partner at 3 Pillars Law*