



AS ONE OF THE MOST ICONIC BRANDS IN THE ACCIDENT CLAIMS INDUSTRY IN WA, STEPHEN BROWNE LAWYERS WANT TO MAINTAIN THEIR MARKET DOMINANCE AND KEEP GROWING

## STEPHEN BROWNE LAYWERS

### ABOUT

As one of the most Iconic Brands in the Accident Claims industry in Western Australia, Stephen Browne Lawyers want to maintain their market dominance and keep growing. Andrew the General manager is invested in the growth of Stephen Browne Lawyer and trusted ReachLocal to give him the latest technology, responsive customer service and most importantly of all, good leads that turn in clients.

### CHALLENGE

One of the challenges that Stephen Browne Lawyers faced was that the previous provider they worked treated the business like any other business and thought that what have worked for them previously would automatically work for their business.

### SOLUTION

ReachLocal approached Stephen Browne with a specific product called Geofencing back in 2016 and based on the amazing result from the product, we were able to combine other solutions to the mix. We have Organic Search Result, Social Ads campaign

including Facebook, Instagram, LinkedIn, and we also have a YouTube Ads campaign running at the moment. We went with the approach that we want to leave no stone unturned.

### RESULTS

The campaigns have been a roaring success lifting their lead generation by 130 to 200 per cent. The business has grown significantly in terms of how many clients they are able to assist and the size of their team.

**“There’s been a lot of things that ReachLocal has played a big part in us achieving over the last 5 years and hopefully we’ll continue to do that.”**

*Andrew Browne  
General Manager  
Stephen Browne Lawyers*