

Law365 Turned Scattered Effort Into 196 Leads with Entrepreneur Lifestyle

Introduction

Law365 provides legal support and contract guidance for MSPs and technology businesses, helping them reduce legal risk, protect revenue, and put stronger legal foundations in place as they grow.



196

LEADS GENERATED

£33.57

COST PER LEAD

1.41%

CLICK-THROUGH RATE

The Challenge



Sporadic, Unfocused Activity

Effort was scattered, throwing everything at the wall and hoping something would stick, with no clear direction or results.



Cold, Costly Outreach

Early activity was cold and low-engagement, with costs too expensive to do any traction.



Strategy Without a Team

Law365 had the ideas, positioning, and strategy in place, but needed the right team to bring it all to life.



No Scalable System

There was no repeatable, predictable way to generate leads and turn LinkedIn into a steady acquisition channel.



The Solution

Law365 already had strong positioning and a clear strategy, but **needed the right team to bring it to life.**

Over 12 months, we launched thought leadership and lead generation campaigns to **build visibility and create demand**, then tested relentlessly to find the strongest creatives and angles. **The best ad delivered 110 leads at £23.22 each.**

We then added retargeting and bottom-of-funnel campaigns to **capture warmer demand**, while ongoing **cost optimisation kept the cost per lead efficient.** The result was **196 leads and a scalable LinkedIn acquisition system.**

Results and Benefits



196 Leads Generated

A total of 196 qualified leads generated through LinkedIn campaigns over 12 months.



Efficient Cost Per Lead

An average of £33.57 per lead, with the best ad reaching £23.22.



3x Higher CTR

A 1.41% click-through rate, roughly three times the platform average.



Scalable Acquisition System

A repeatable, predictable LinkedIn system built to keep generating demand over a 12 month period.



It's been a **huge relief** to finally see the strategies I'd had in my head actually **brought to life.**

Kim Simmonds | CEO & Founder

[View Detailed Case Study](#)



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