CASE STUDY | REPLACING REFERRAL DEPENDENCY

TNS Lawyers: 56 direct leads in 30 days

TNS Lawyers is a boutique corporate and commercial law firm in the Melbourne CBD. Their expertise was never the problem. Almost all of their new work came from word of mouth, which meant a quiet month was out of their hands. Leadership engaged AMp to build a second, reliable source of enquiries without putting the firm's premium reputation at risk.

56	66,100	30
DIRECT LEADS	LINKEDIN IMPRESSIONS	DAYS

THE CLIENT

Location	Melbourne CBD, Victoria
Industry	Corporate, commercial and insolvency law
Firm size	Boutique, 5 to 15 partners and specialists
What we did	Rebuilt the LinkedIn profile, ran managed outreach to the right decision-makers, and kept the firm visible with regular content (the Authority Loop)

THE STARTING POINT

TNS had deep expertise but was close to invisible to the people who hire firms like theirs: corporate counsel, CFOs and managing directors. Their profiles read like static resumes, there was no system for turning profile views into conversations, and their LinkedIn content reached fewer than 500 impressions a month. They wanted outreach that started genuine, value-led conversations and sounded like the firm.

THE RESULT: 30 DAYS, BEFORE AND AFTER

MEASURE	BEFORE AMP	AFTER 30 DAYS
LinkedIn profile views	About 40 a month	**400+ a month**
Content reach	Under 500 impressions a month	**66,100 impressions**
Targeted network growth	5 to 10 random connections	**312 targeted Melbourne connections**
Direct leads	0 to 1 enquiries a month	**56 direct leads**

HOW THE 30 DAYS RAN

Four weeks, in order

WEEK 1

Profile rebuilt (The Foundation)

We rewrote the headline, About section and firm details so the profile does the selling for a partner who is busy with clients. Profile views were up 340% within the first seven days.

WEEK 2

Outreach switched on (The Engine)

Personalised, value-led messages went to corporate counsel, CFOs and managing directors at mid-tier firms. 187 targeted connections accepted in the first week of outreach.

WEEK 3

Content published

Regular content went live to keep the firm in front of people who had accepted a connection. It reached 28,400 impressions.

WEEK 4

The pieces compounding

People who had seen the content were warmer when they replied, and conversations turned into calendar bookings faster. Content reached a further 37,700 impressions, taking the month to 66,100 impressions and 56 direct leads.

IN THEIR WORDS

> **"We went from relying entirely on word of mouth to having a real pipeline on LinkedIn within weeks. The AMp system simply works. It feels automated, yet the responses we receive are genuine conversations."**
>
> Managing Partner, TNS Lawyers, Melbourne CBD

WANT THIS FOR YOUR FIRM?

Book a discovery call

A 45-minute conversation with Adrian Merendino about where your firm's work comes from today and what a second source could look like.

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Results are from one client over one 30-day period and are not a promise of the same outcome for another firm.