

#TipTODtrending

Marketing Case Study

The Challenge

Barry had an established presence on LinkedIn but no time to manage it consistently or see clearly which marketing activity was driving enquiries.

The challenge was cutting through the noise and avoiding time spent on activity that wasn't delivering results.

The Approach | Retainer Package

- Manage Barry Cullen's LinkedIn presence
- Manage recLAW's company page
- Create clear, expertise-led content
- Advise on partnerships, podcasts and industry visibility
- Use performance insights to guide time and budget decisions

The Results

6,000

13,000

Follower Growth

2.6m

LinkedIn Post Impressions

Avg. 25 Leads per week

Up to

45

Leads per week



Barry Cullen,
Partner & Solicitor at recLAW

“

Emma brought order

to something that had become messy and time-consuming. She simplified our marketing, focused us on what worked, and freed me up to do my job. That clarity led to an

80% increase in inbound leads. ”



Over 15-Month Period

Book a FREE Marketing Review