

Law Firm Successfully Raises Awareness Of Relocation While Building Up Rapport With New Customer Base



Johnson Law

Customer

Johnson Law Limited

Location

Market Place
Bolton

Industry

Professional Services



Background

- Founded in Manchester in 2006
- Relocated from Manchester to Bolton, close to the Market Place Shopping Centre
- Brothers David and Mark Johnson are extremely experienced in their profession and have been solicitors for over 20 years
- 2 key aspects to the business; Personal Injury and Corporate

Venue

- Located in the heart of Bolton town centre
- Bolton's premier shopping destination, offering an eclectic variety of shops
- Weekly footfall of 150,000
- Scenic lift site was used

Mission

- Raise awareness of the new premises and the company's offerings
- Start to build up relationships with new customer base
- Collect customer details and arrange appointments

Execution

- Shoppers are never approached and staff are only permitted to speak to customers who visit the stand for advice (in compliance with SRA guidelines)
- Customer details collected and future bookings for customers to come back and discuss queries arranged
- Since opening the Bolton office, customers can now also go straight into the office to arrange appointments

Results

- Booked an initial trial and due to the success of this, has made further bookings throughout the year
- Found Monday to Friday works better than the weekend for this type of promotion
- Raised awareness of new office
- The trial booking generated a wide range of customer enquiries

"We've been very well received at Market Place, Bolton. It has given us a chance to raise awareness of our new office and start to build relationships with our new customer base in a way that other marketing avenues would not have allowed."

David Johnson
Owner
Johnson Law