

## Success Stories

**How The Marketing Centre helped Fisher Jones Greenwood Solicitors create a robust marketing strategy, improve accountability and increase ROI.**

### About Fisher Jones Greenwood

Fisher Jones Greenwood is a solicitors firm with a five-year vision for growth.

The firm needed a more structured and measurable marketing approach to help attract new clients, increase revenue and support its longer-term goals.

The Marketing Centre helped the firm develop a clear, actionable marketing strategy and improve the effectiveness of its marketing investment.

### The Challenge

Fisher Jones Greenwood had limited proactivity within its marketing department and limited direction for the team.

Partners were unclear about marketing activity and outcomes, while the firm's strategic vision had not yet been translated into a practical marketing plan.



## Fisher Jones Greenwood

### The Solution

The Marketing Centre helped Fisher Jones Greenwood create a more structured, accountable and measurable marketing approach.

This included:

- **Marketing strategy:** An actionable marketing strategy was created to support the firm's five-year vision.
- **Team accountability:** Monthly team meetings and minutes were introduced to improve transparency and accountability.
- **Value proposition:** Value propositions were created for agreed target markets, supported by a review of branding, positioning and brand values.
- **Marketing-led approach:** The firm was supported in moving from a sales-led approach to a more marketing-led model.
- **Measurement:** KPIs were introduced to measure marketing performance and ROI.

**“The Marketing Centre has transformed the quality, professionalism and effectiveness of the firm's marketing.”**

Tony Fisher, Senior Partner

## Results

The work helped Fisher Jones Greenwood create a clearer and more effective marketing function.

- A motivated team with clearer direction and a measurable marketing plan
- Greater local brand awareness and recall
- New business leads generated in specialist, niche segments through targeted campaigns
- A measurement system in place to gauge marketing success and ROI
- Better informed partners who understand how marketing supports growth plans

## Long-Term Investment

The work gave Fisher Jones Greenwood stronger marketing structure, clearer accountability and better visibility of ROI.

With a practical strategy, defined KPIs, stronger positioning and improved internal understanding, the firm was better placed to use marketing as a driver of growth.

### Tony Fisher, Senior Partner

“The Marketing Centre has transformed the quality, professionalism and effectiveness of the firm’s marketing and invested our marketing team with new skills and aptitudes which have increased the return on our marketing spend substantially. We really feel we are on top of and in control of our marketing now.”



## Have a question?

Call us on **0208 166 3106** or email us at [info@themarketingcentre.com](mailto:info@themarketingcentre.com).  
You can find out more at [www.themarketingcentre.com](http://www.themarketingcentre.com)