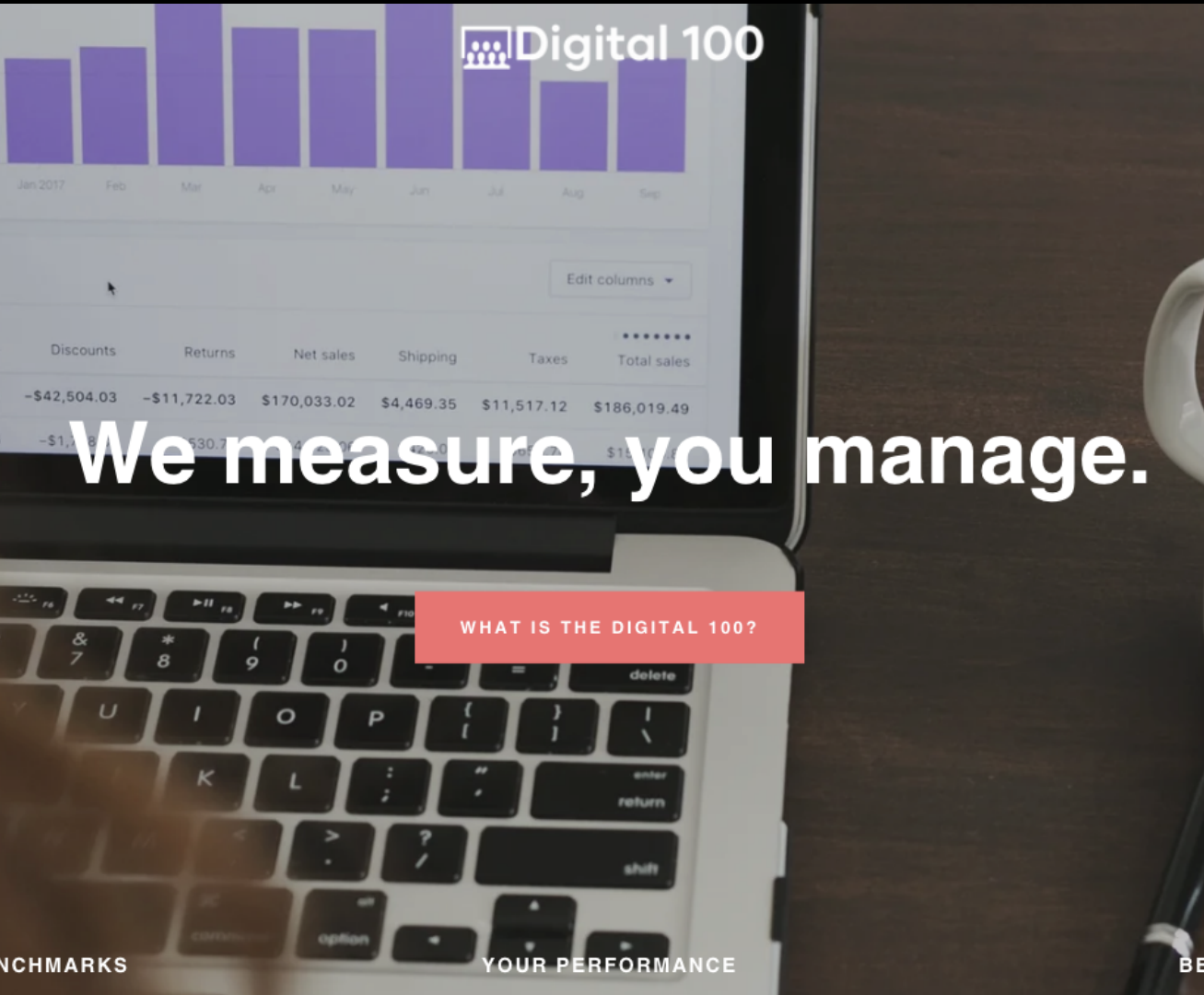


LucidMeme

The Digital 100 Case Study

Case Study

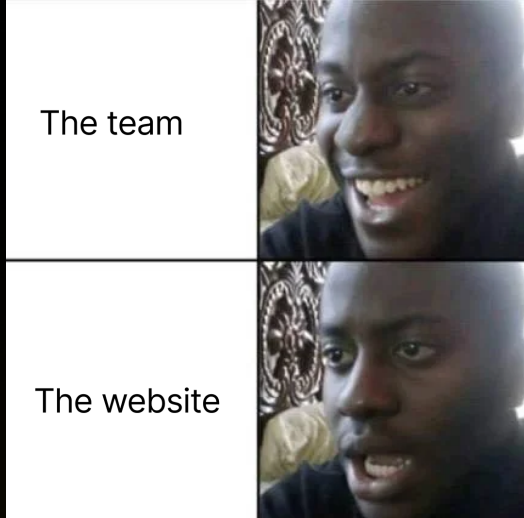
The Digital 100



The Digital 100 is a service for law firms to benchmark and improve their digital marketing.

Project Goals:

- Increase Engagement.
- Increase Positive Sentiment.
- Increase Platform Usage.



What is The Digital 100?

What is The Digital 100?

The Digital 100 is a service for law firms to benchmark and improve their digital marketing. It focuses on website, social media and security.

Why do we need The Digital 100?

There's never been a time when firms have needed to be increasingly front of mind. In a contracting

Results:

- Increased the page's engagements by 800% in the 6 week period.
- Follower growth increased by 430%, the highest growth rate of the page to date.
- Content achieved up to 5.31% CTR and ER of 7.69%.