Case Study: Building a Modern Legal Brand – Cohen & Sinowski, P.C.

Client: Cohen & Sinowski Personal Injury Law Firm
Role: Director of Marketing and Communications
Location: Marietta, Georgia
Project Duration: March 2024 – Present

Overview

When I joined Cohen & Sinowski as Director of Marketing and Communications, the firm was seeking a fresh approach to elevate its presence in a highly competitive legal market. With no internal marketing infrastructure in place, I was tasked with building a comprehensive strategy from the ground up—modernizing the firm's image, establishing consistent branding, and driving engagement across digital and professional channels.

Objectives

- Reinforce the firm's credibility and visibility in the local legal community.
- Develop a unified brand identity across all public-facing platforms.
- Increase B2B referrals through strategic partnerships.
- Position the partners as thought leaders in personal injury law.
- Improve SEO and digital presence through content strategy.

Key Initiatives & Execution

Brand Identity & Visuals

- **Billboard Campaign**: Designed and launched the firm's first-ever billboard, aligning legal compliance with eye-catching visuals and location targeting for high traffic visibility.
- **PowerPoint Presentation Template**: Created a standardized, branded presentation deck for consistency across firm-wide communications.

B2B & Referral Marketing

- Developed a **partnership playbook** and roadmap to guide outreach to physicians and fellow attorneys.

- Created printed and digital **one-pagers**, referral emails, and networking materials for mixers and community events.

Content Strategy & SEO

- Implemented a full-scale **content calendar**, focusing on high-ranking legal keywords and community-specific topics.
- Authored and published SEO-rich blog posts including:
    - *Understanding 25/50/25 Coverage in Georgia*
    - *Why GAP Insurance Could Save You Thousands*
    - *Breaking Down SB68: What Georgia Drivers Need to Know*

Community Outreach & Recognition

- Coordinated firm nominations for high-profile awards such as:
    - *Justice Robert Benham Award for Community Service*
    - *Georgia Business Journal's Best of Georgia*
- Produced framed QR code signage and promotional content to boost **Google Reviews** and community voting participation.

Media Relations & Thought Leadership

- Pitched and secured coverage in the **Georgia Business Journal**, spotlighting Partner Scott Cohen's unique story from endurance athlete to trial lawyer.
- Submitted firm listings and professional profiles to **Best Lawyers** and similar directories to increase professional credibility.

Results

- **183% increase** in social media engagement over 60 days.
- **Notable coverage** in local business media, reinforcing the firm's reputation.
- Established a **consistent brand voice and visual identity** across platforms.
- Enhanced visibility with new referral sources through strategic B2B outreach.
- Improved digital footprint with **keyword-optimized blogs** driving traffic to the website.

Conclusion

Through strategic branding, consistent messaging, and targeted outreach, I helped transform Cohen & Sinowski into a more visible, connected, and modern legal brand. This case study exemplifies my ability to take initiative in a professional services environment and deliver measurable results through integrated marketing and public relations efforts.