

CASE STUDY

Stecklein & Robertson: Building a Brand From the Ground Up



LEGAL
GROWTH
PARTNERS



STECKLEIN ROBERTSON LAW

THE CLIENT

Client: Stecklein Robertson Law

Industry: Legal, Consumer Protection & Civil Litigation

Services Provided: Branding, Website Design, SEO, Paid Advertising, Social Media Strategy, Personal Brand Development

Timeline: 15 Months

THE CHALLENGE

In early 2024, Stecklein & Robertson had just formed a new legal partnership. With a fresh name and powerful experience behind them, they were ready to hit the ground running—but had no digital presence or brand identity in place.

They needed everything:

- A cohesive brand identity
- A high-converting, professional website
- A way to consistently generate leads online
- Social media content that reflected their expertise and approach
- A paid advertising strategy to bring in ideal clients quickly
- Personal brand development for founding partner AJ Stecklein to establish authority and drive firm visibility

Their goal? Attract clients in need of consumer protection, real estate, and civil litigation support—and position themselves as a trusted legal partner in the Midwest.

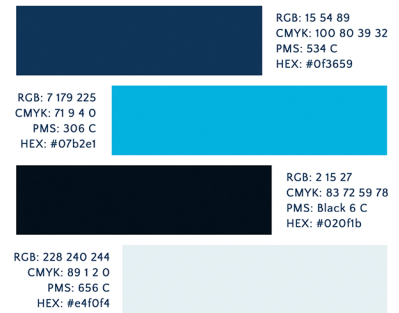


THE SOLUTION

Legal Growth Partners provided a full-scale marketing launch in phases, designed for speed and sustainability:

1. Brand Strategy + Visual Identity

We crafted a clean, modern brand identity rooted in the firm's core values: justice, transparency, and strength. This included a new logo, typography, color palette, and messaging framework.



QUATTROCENTO SANS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

regular, bold

For headlines, body copy, and all usage.

Words that describe our tone:

- Defender
- Professional
- Friendly
- Informative
- Educational
- Protective
- Personal
- Casual
- Empathetic
- Reliable

2. Website Design + Development

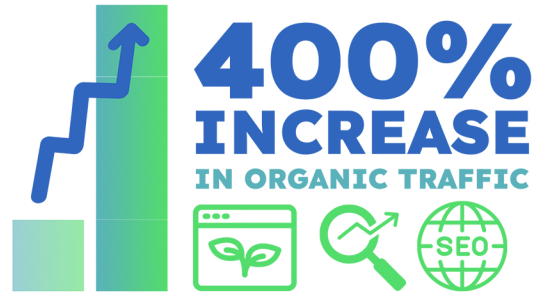
We built a fast, mobile-friendly website tailored to the specific practice areas of the firm. With clear calls-to-action, attorney bios, and lead capture forms, the site now converts casual visitors into consultations.



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3. Search Engine Optimization (SEO)

Our SEO strategy helped Stecklein & Robertson show up in search results for terms like “consumer protection attorney,” “Kansas real estate lawyer,” and “civil litigation law firm.” Within months, they began seeing organic traffic growth.

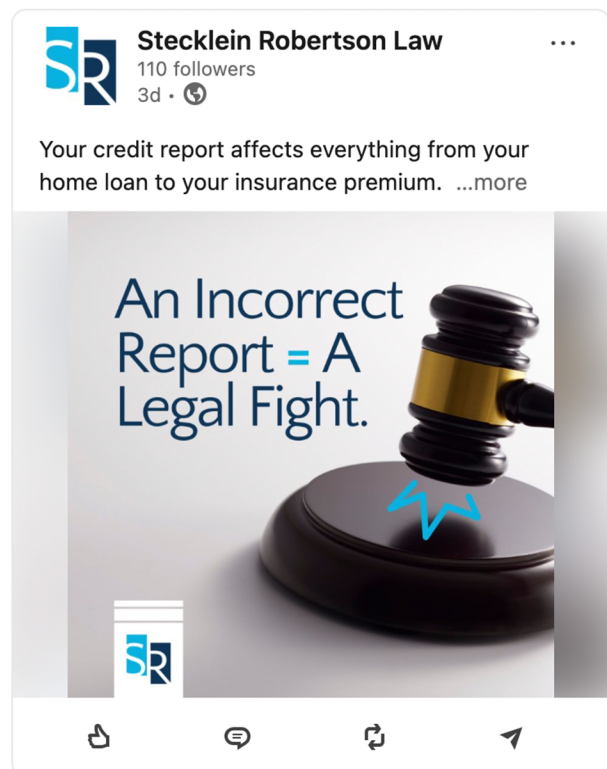
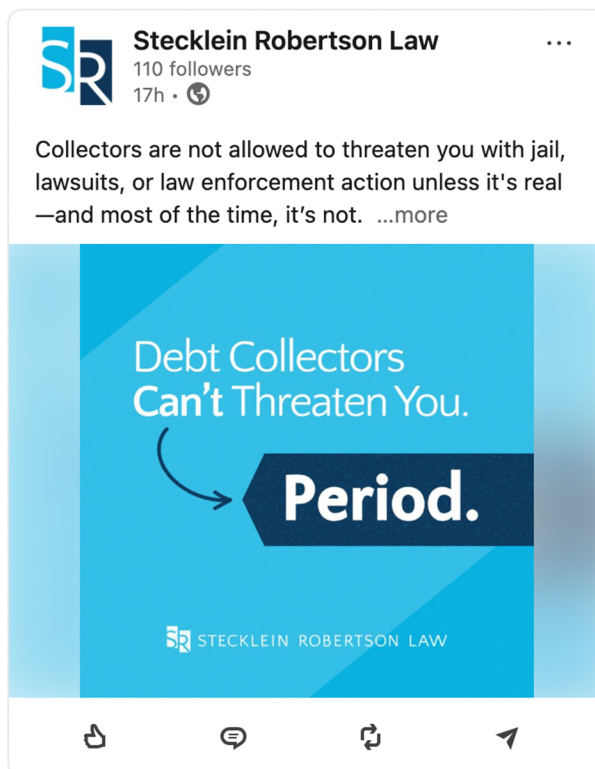


4. Paid Advertising Campaigns

We launched Google Ads campaigns targeting high-intent search terms in Kansas and Missouri. These ads immediately drove traffic—and leads—while we built long-term organic visibility.

5. Social Media Management

We created and managed strategic content across LinkedIn and Facebook, building brand awareness and showcasing the firm’s wins, values, and areas of practice.



6. AJ Stecklein's Personal Brand

To support the firm's visibility and trust factor, we developed and promoted AJ Stecklein's personal brand online. With over 29 years of legal experience, AJ became the face of the firm across LinkedIn —offering educational content, client advocacy insights, and thought leadership in the legal space. This humanized the brand, built deeper trust with potential clients, and helped drive traffic directly to the firm's site and consultation funnel.

→ **145% increase in follower count**

→ **Ranks top 14% for Legal Industry on LinkedIn**

THE RESULTS (SO FAR)



New brand identity
and digital presence
launched in under
90 days



Increased monthly
website traffic by
400% since launch



Consistent lead
generation through
paid ads and
organic SEO



AJ Stecklein's personal follower
account grew by 145% across
platforms, generating direct
client inquiries



Growing social media presence
with increased engagement





CLIENT TESTIMONIAL

“Their deep understanding of both digital marketing and the legal industry has made a significant impact on our practice”

- **AJ, Stecklein** - Five star review on Google



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