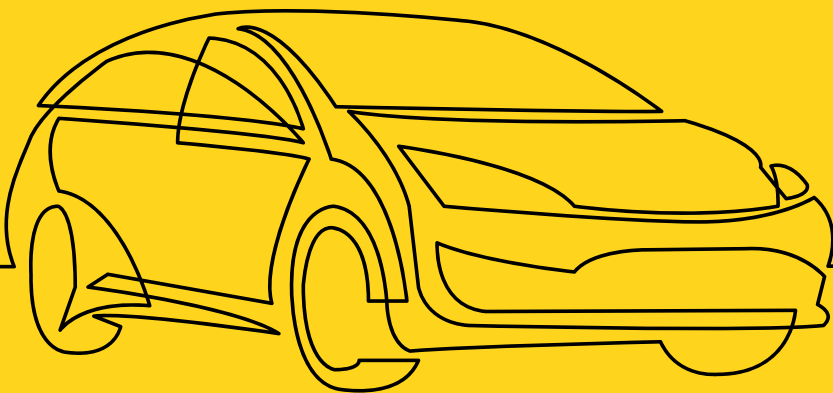




CASE STUDY:

# HELPING DRIVE FORWARD

An AmLaw 200 Law Firm  
With **Quality Content**



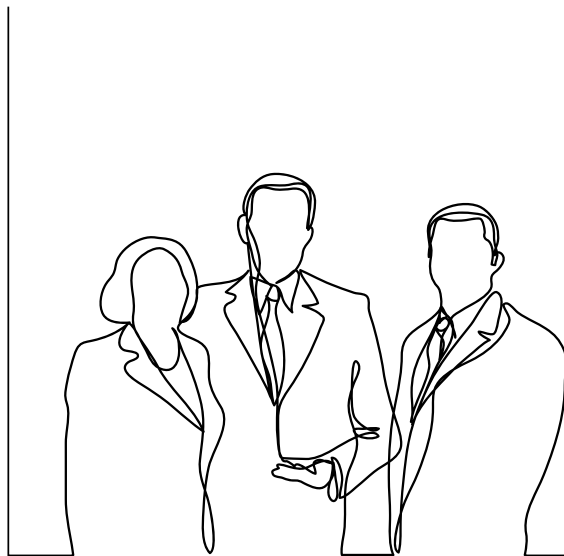
REPUTATION<sup>ink</sup>

904.374.5733 | [info@rep-ink.com](mailto:info@rep-ink.com)

## Our Client:

**Frost Brown Todd** is a full-service AmLaw 200 law firm with offices in eight states. A long-standing client of ours, the firm approached us to help set its automotive industry team, **FBTAuto**, apart from other automotive legal groups.

Traditionally, automotive companies would turn to law firms in Detroit or one of the coasts to handle their auto-related legal matters. However, as the automotive industry moved to the Midwest's "Auto Alley," Frost Brown Todd grew its auto expertise alongside the industry. Now, the firm boasts a deep legal bench of auto specialists, including former in-house counsel with the world's leading original equipment manufacturers (OEMs).



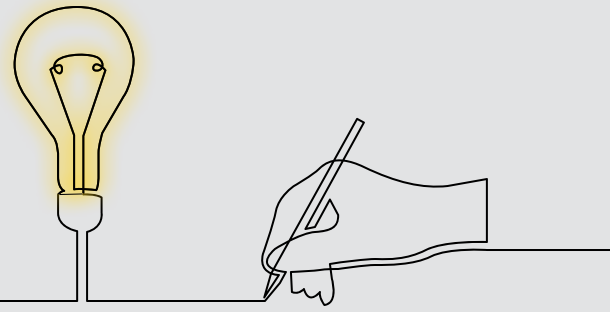
## Challenge:

The client needed a new website, and we were charged with developing all of the content from scratch.

Our team got to work:

-  **CONDUCTING** competitive and keyword research
-  **THINKING** through the user experience and sitemap
-  **INTERVIEWING** more than 14 subject-matter experts
-  **DRAFTING** the comprehensive website





## Our Solution:

Interviewing niche subject-matter experts, like Frost Brown Todd's automotive attorneys, is both an art and a science. And it's our specialty. We conducted in-depth research, established trust with the attorneys, asked a range of open-ended questions and rooted out what was truly valuable to the firm's clients. Then we translated that information into simple, yet persuasive information. The content covered a range of complex service offerings, from acquisitions, mergers and start-up activity, to antitrust, connected car technology, supply chain management and more.



The new website has been well received by both internal and external audiences and will continue to help FBTAuto generate leads through its clear communication of the team's deep roots in the auto space and extensive footprint across "Auto Alley."



The best legal marketing writing isn't penned by a lawyer. Instead, it's done by professional writers, schooled in the art of great writing who also understand the legal market. Contact us at **904 374.5733** or [info@rep-ink.com](mailto:info@rep-ink.com) to find out more.