How A Captivating Story Beat the Company Click-Through Record by Five Times on its First Day

Business

Amicus Attorney sells legal practice management software to law firms around the world. Approximately 80% of its customers are in the USA. Two versions are available: standalone server and cloud subscription.

Challenge

Amicus Attorney practice management software has many features. One of those is word search. It can search for words and terms in all documents of a legal practice.

It's a great feature. Except customers don't buy features; they buy benefits

Solution

Having created and narrated a 44-second video demonstrating the word search, copywriter Dave Chappelle wrote a story about how a master salesman had let eight lawyers believe they were beating him on every aspect of a real estate lease negotiation.

The story first went out to subscribers of *TechnoRelease,* an email trade publication about technology for the legal profession. Later it appeared in the American Bar Association (ABA) newsletter.

The story continued, when months later the in-house counsel for the tenant corporation called the master salesperson to say there'd been an error in the wording of the lease agreement. To read the conclusion readers had to click through to a special page on the Amicus Attorney website.

At the website readers learned the lawyers had missed one word that was going to cost their firm tens of thousands of dollars. Had they used Word Search in Amicus Attorney, they would have found the word.

Readers were invited to watch the video to see how easily those eight lawyers could have prevented themselves from making such a mistake.

Outcome
- 1,551 Click-throughs on the first day; previous company record was 300
- A high five from the normally reserved litigator company founder
- Cost per Click of 93 cents
- 7,265 click-throughs when the story ran later in the ABA newsletter
- 8,826 sessions on a website that averaged 2,500 per day

Watch the video at https://vimeo.com/album/3816436/video/153389079

Get results like that by contacting Dave