



## The Challenges:

- Two law firms merged and created a new business initiative.
- They hired a marketing director who completed our five-week GoServe program.
- The new director requested our team's assistance with their new logo, website and social marketing program.

## The Process:

- "Several sessions at the firm gave us insight into their practice areas, prospective new clientele, and current branding. For professional services, Ovation pinpoints the client base and existing sales practices. Also, we review state bar guidelines for business development and marketing activities."  
- Chad Witowski, Ovation Systems - Digital Services Manager
- "In partnership with firm managers and the new director, we created several plans that included revised logos, Google Analytics reporting, and a summary of branding objectives, based on the firm's areas of legal expertise. Before initial website design, we wanted to pinpoint the firm's image and business goals. Once the logo, revised colors and objectives are solidified, we'll provide page drafts for the new website."  
- Laura Northam, Ovation Systems - Digital Services Specialist
- "It's been exciting working with the Emerge team. Using their creative and marketing expertise, we have a fresh logo that reflects our new organization. They've helped us craft a new marketing program step by step, and we look forward to an improved website."  
- Jennifer Wyman, The Firm's Business Development Manager

## Contact Us



## Learn More About Emerge

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