

**Hill Communications &  
Hatfield Schwartz Law Group**



**Hatfield | Schwartz**  
Law Group LLC

# **FINAL PRESENTATION**

Kendall Hymes, Andi Oates, Gabby Mussalli,  
Ava Poeta, Leah Kim and Gustavo Madero

# MEET THE TEAM



**Kendall Hymes**

Major: Public Relations  
Minor: Information Management & Technology

**Account Supervisor**



**Andrea- Rose Oates**

Majors: Public Relations and Policy Studies

**Account Executive**



**Ava Poeta**

Majors: Public Relations and Policy Studies

**Account Associate**



**Gabby Mussalli**

Major: Public Relations  
Minor: Data Analytics

**Account Associate**



**Leah Kim**

Majors: Public Relations & International Relations

**Account Associate**



**Gustavo Madero**

Majors: Public Relations and Political Science

**Freshman Intern**





# OBJECTIVES

1

Conduct competitor research and establish a plan to increase LinkedIn presence

3

Optimize database and research platforms for email marketing

2

Create a content calendar and make social media graphics to use for the LinkedIn

4

Draft newsletters for later use

# HYPOTHETICAL BUDGET

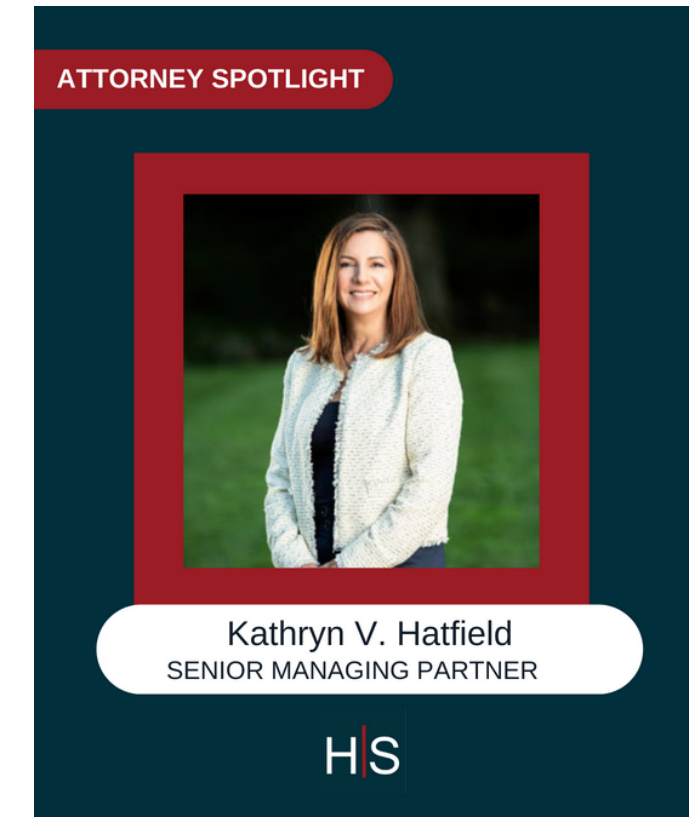
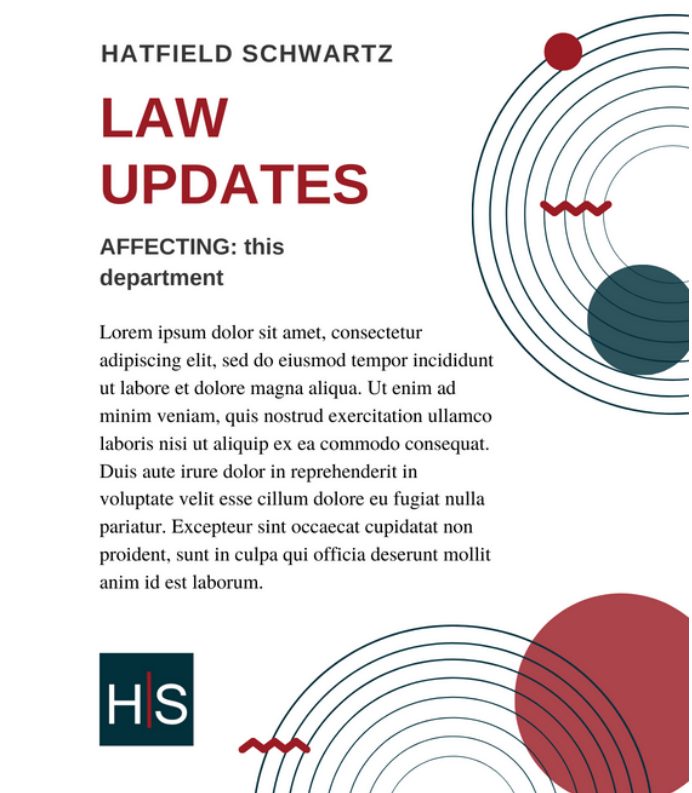
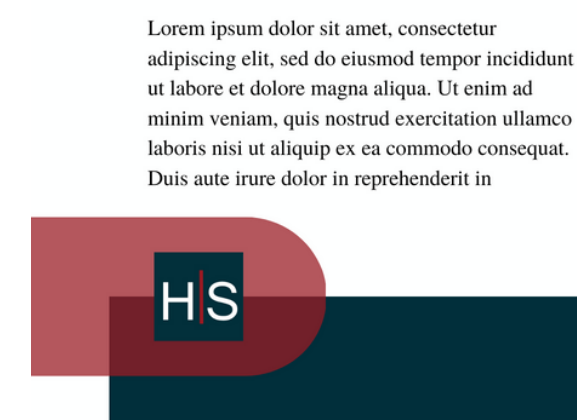
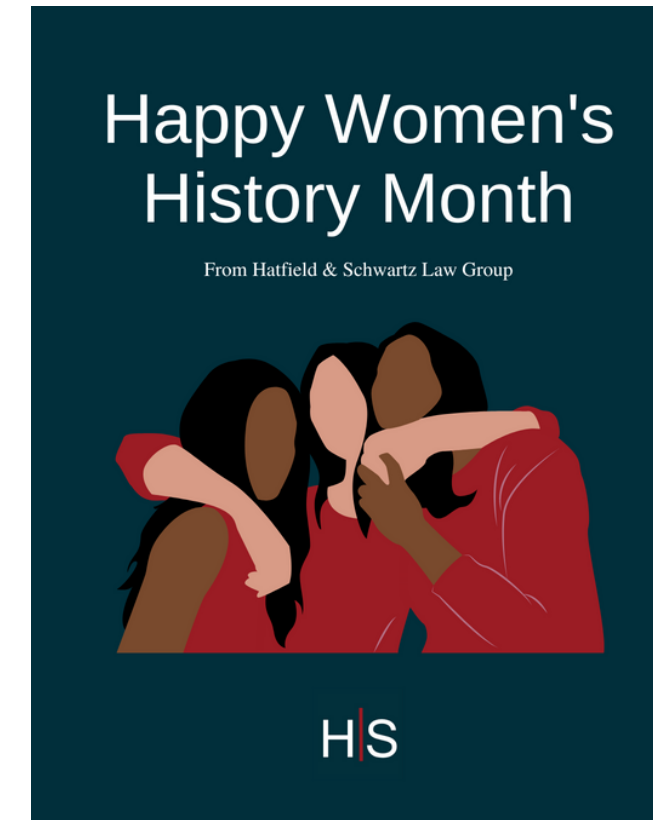
<b>Task</b>	<b>Total Time</b>	<b>Total Earned</b>
Research	18 hours	\$1,350
Writing	9 hours	\$810
Social Media	15 hours	\$1,350
Meeting Time	16 hours	\$1,440
Account Maintenance	10 hours	\$750
<b>TOTAL</b>	<b>58 hours</b>	<b>\$5,700</b>

# RESULTS

## Linkedin

After conducting a competitor analysis and presenting our findings and suggestions to the client, we created a content calendar for the LinkedIn page. By having a set of scheduled content series, we were able to consistently push out content and establish their LinkedIn presence. We also designed graphics for this content.

**Content series include:** law updates, core competency highlights, what is the group up to, speaker highlights



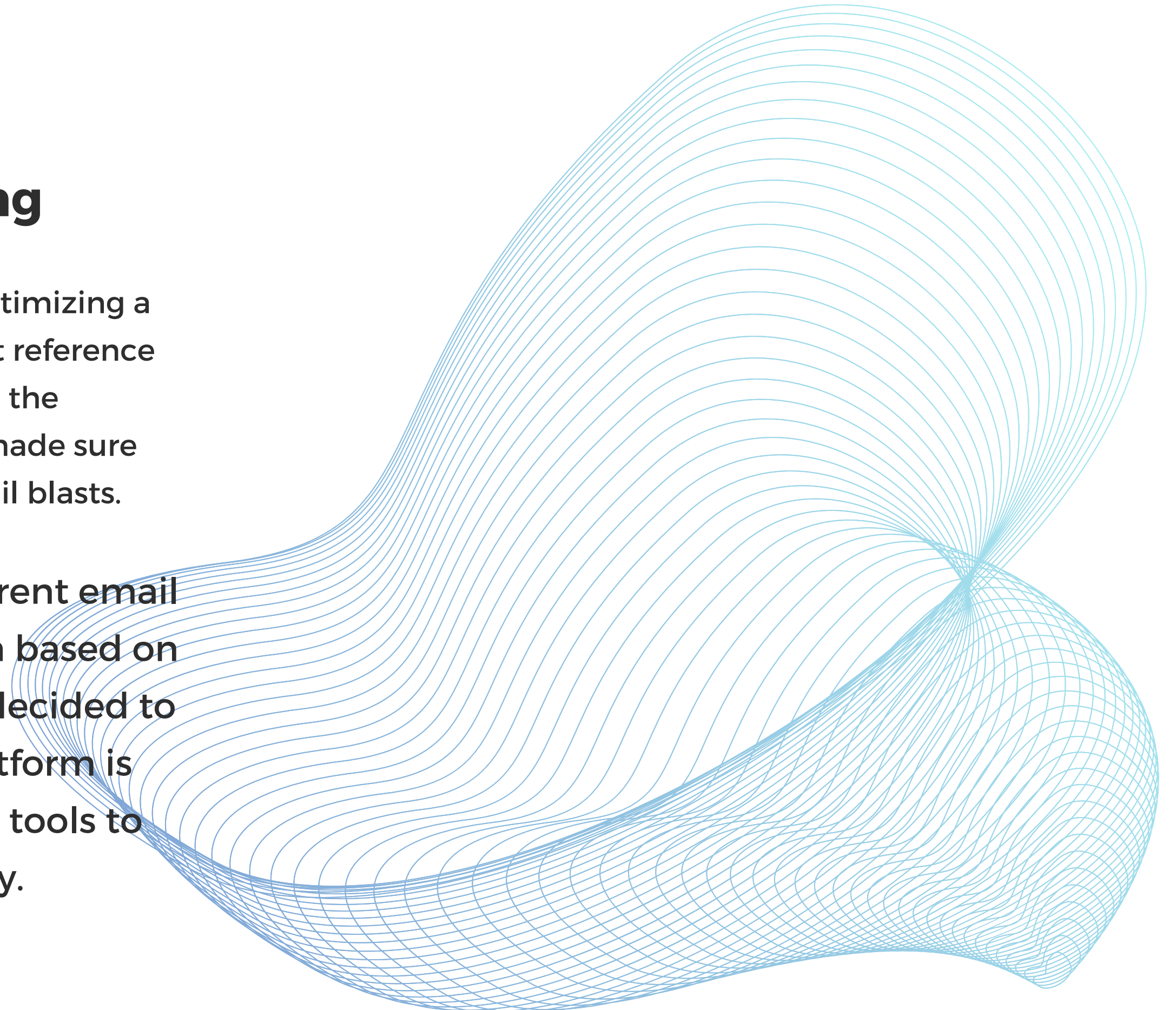


# RESULTS

## Database and Email Marketing

We devoted the second half of the contract to optimizing a database of over 1,000 contacts for more efficient reference for email blasts and e newsletters. Going through the database, we updated contacts as needed, and made sure that all emails were in the correct format for email blasts.


For email marketing, we researched different email marketing platforms and evaluated them based on their analytical features and pricing. We decided to move forward with Mailchimp, as the platform is easy to navigate, and they offer analytical tools to help maximize email marketing efficiency.



# RESULTS

## Newsletters

We drafted two newsletters for the client to publish after the end of our contract. The first newsletter is a reintroduction of their brand and highlights their core values. The second newsletter celebrates their third anniversary as a law group. These newsletters would set the tone for an eventual e-newsletter series.



Subject Line- Happy Birthday To US!

Our birthday is coming up! We celebrate our third anniversary as Hatfield Schwartz on September 8th, 2023. While the firm is only three years old, our team has over 50 years of legal experience. These past three years have been a whirlwind of unprecedent and learning, and in celebration of that, here are three things we have learned along the way

Adaptability is a necessity: technology has had a great impact not only on business operations in every industry but in the application of the law to unforeseen circumstances. A law firm's ability to adapt its practices to this shifting landscape while upholding high standards of service is key to its success.

The right team can overcome any obstacle: we've had the privilege of working with many elite lawyers throughout our careers, but since the founding of Hatfield Schwartz, we have been struck by the extent to which the success of our firm has been driven by the talent and dedication of the individual lawyers who work here.

Collaboration is critical: we started Hatfield Schwartz in the midst of the COVID-19 pandemic, so our ability to work with our clients and other partners in-person has increased over time. This has taught us just how important it is for business relationships to be based on communication, interaction, and collaboration; genuine human interaction is all the more valuable now that we know what it is like to be without it.

During these past three years, we have established ourselves as a forward-thinking firm that prioritizes forming relationships with our clients. We find that maintaining a collaborative relationship with our clients leads to the most effective results, and we hope to continue to build these relationships for years to come.

For more information and contact:

Visit our website at <https://www.hatfieldschwartzlaw.com/>

Follow us on Likedin at <https://www.linkedin.com/company/hatfieldschwartz/about/>

A reintroduction to Hatfield Schwartz Law Group

We hope this newsletter finds you well. We wanted to take this opportunity to reintroduce ourselves. With over 50 years of combined experience, we formed the Hatfield Schwartz Law Group because we wanted to provide quality business solutions and legal assistance to those who need it.

Since then, our mission has been to foster long-lasting, quality relationships with our clients by providing them with innovative solutions. Not only are we committed to providing legal guidance, but also to creating a relationship with our clients through collaboration. We work closely with our clients to understand their needs and work with them to find solutions.

The varied talents of our team have allowed us to build a diverse client base. A significant amount of clientele consists of government entities, private employers, independent schools and hospitality. Regardless of the industry, we offer service at seven stages: employment counseling, workplace investigations, labor negotiations, mediation and alternative dispute resolutions, business and commercial law, civil litigation and administrative agency experience. From individuals to large international corporations, we offer unparalleled service for stellar outcomes.

As a woman-owned firm, we put diversity, equity and inclusion at the forefront of our practice. We believe that everyone deserves access to justice, and we are committed to making legal services accessible to anyone who seeks it.

We are excited to embark on this journey with you, and we look forward to providing you with information on all things Hatfield Schwartz in the future..

For more information and contact:

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# RECCOMENDATIONS

1

## **Follow Content Calendar**

Maximize engagement through distinct social media platforms, by creating a timed posting schedule.

2

## **Further Empasis on Core Values**

When completing the Competitor Analysis, we found how competing lawfirms have a wide focus on the firms values and social corporate responsibility.

3

## **Include Newsletters on Website**

By adding a "blog" section on your website, potential clients will get a deeper understanding of your values and practices than they would by just reading a summary of your skills and values .





**THANK YOU!**

**QUESTIONS?**