

## CASE STUDY

# Altair Law

*How Outlier Creative Agency Turned a 12-Follower Instagram Into a Growing Legal Brand*

Social Media Management | Video Production | Ad Management | Brand/Promo | Email Newsletters

<b>16,250%</b> Instagram Growth	<b>2,000+</b> Views Per Video	<b>6</b> Services Managed
------------------------------------	----------------------------------	------------------------------

## The Client

Altair Law is a personal injury trial firm that helps families and individuals find answers, direction, and relief following tragedy. Their attorneys are trial-tested and industry-recognized for achieving outstanding results in court. The firm handles catastrophic injury, wrongful death, and complex litigation cases.

## The Challenge

When Altair Law came to Outlier Creative Agency, their Instagram had 12 followers. Twelve. They had virtually no social media presence, no content strategy, no video production pipeline, and no consistent way to reach potential clients or referral sources online. For a firm with strong courtroom results, their digital presence didn't reflect the caliber of their work.

They needed a creative partner who could build their brand from the ground up across multiple channels, produce high-quality video content consistently, manage their advertising, and launch an email newsletter to stay in front of their network. They needed a full-service engagement, not a piecemeal approach.

## What We Did

### Social Media Management

We developed a complete social media strategy for Altair Law, including content calendar creation, post design, copywriting, scheduling, and community engagement. We focused on building an authentic brand voice that showcased the firm's expertise and the human side of their work.

### Video Production

We produced a consistent stream of video content including attorney profiles, case result highlights, educational content, and behind-the-scenes footage. Prior to working with OCA, their videos were getting 100 to 200 views. Our content regularly exceeds 2,000+ views per video, a 10x improvement in reach and engagement.

## Ad Management

We manage Altair Law's digital advertising campaigns, optimizing for reach, engagement, and lead generation across social and search platforms.

## Brand & Promotional Materials

We handle all brand and promotional creative for the firm, ensuring consistency across every touchpoint from digital ads to event materials.

## Email Newsletters

We launched and manage Altair Law's email newsletter program, keeping the firm top of mind with their referral network and past clients through regular, value-driven communications.

## The Results

Metric	Result
Instagram Followers	<b>12 to 1,962 (16,250% growth in 3 years)</b>
Video Views (Before OCA)	100-200 views per video
Video Views (With OCA)	<b>2,000+ views per video (10x increase)</b>
Services Managed	<b>6 (Social, Video, Ads, Brand, Promo, Newsletter)</b>

***"They love working with us and our work is comparable to no other companies in the industry."***

- Altair Law

## Why It Worked

- **Full-service, not piecemeal.** By managing social, video, ads, brand, promo, and newsletters under one roof, every channel reinforced the others. The brand message was consistent everywhere.
- **We built from zero, not inherited.** Starting at 12 followers meant we could build the brand the right way from day one. No legacy content to work around, no bad habits to undo. Just a clean foundation and a clear strategy.
- **Content quality drove organic growth.** The 10x increase in video views wasn't paid. It was the result of better production quality, better storytelling, and a content strategy built around what their audience actually wants to see.

- **Consistency over time.** 16,250% growth doesn't happen in a month. It's the result of three years of consistent, high-quality content, strategic posting, and relentless engagement. We showed up every day for this brand.

### About Outlier Creative Agency

Outlier Creative Agency is a full-service creative and marketing agency specializing in law firms and legal brands. We handle SEO, paid media, content strategy, social media management, video production, brand building, and AI-powered lead automation. Our clients range from solo practitioners to 9-figure firms.

[outliercreativeagency.com](https://outliercreativeagency.com) | 512.993.6388 | [corey@outliercreativeagency.com](mailto:corey@outliercreativeagency.com)