

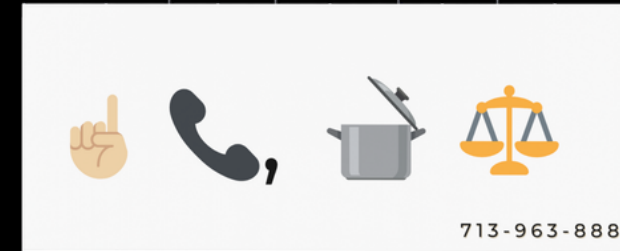


POTTS
LAW FIRM

POTTS LAW FIRM

MARKETING, ADVERTISING &
BRAND AWARENESS

MIKAELA MEIZOSO
MARKETING & CREATIVE PORTFOLIO



OVERVIEW

Supported the firm's marketing initiatives through strategic content creation, advertising creative, and brand awareness campaigns designed to attract prospective clients.



TARGETED MARKETING

Focused on reaching injured individuals in need of legal representation.



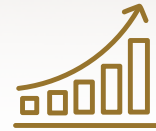
CREATIVE DESIGN

Developed compelling visuals across print, digital, and social platforms.



COMMUNITY FOCUSED

Highlighted the firm's involvement and connection with the community.



CLIENT GROWTH

Campaigns built to increase inquiries and strengthen brand awareness.



MARKETING MATERIALS

Print and digital materials designed to promote the firm's services and build brand recognition.

FLYERS



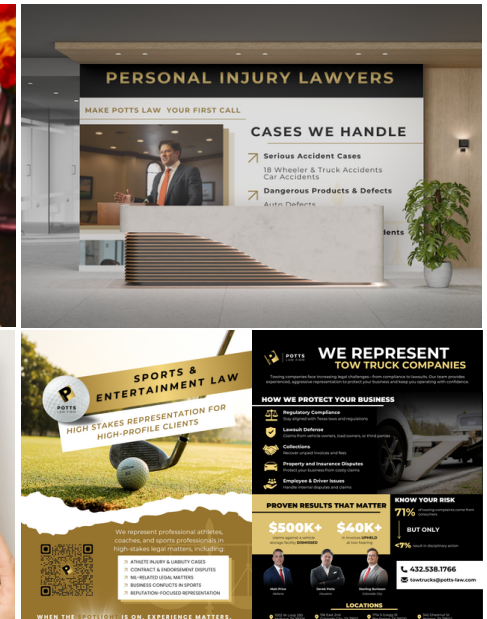
BILLBOARDS



BROCHURES



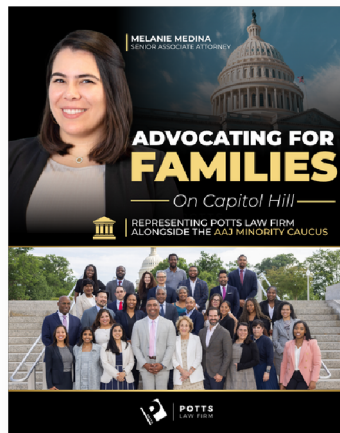
EVENT MATERIALS



Consistent branding. Clear messaging. Stronger impact.

SOCIAL MEDIA STRATEGY

Content that educates, engages, and builds trust with our audience.



CONTENT CALENDAR

Mon	Tue	Wed	Thu	Fri	Sat
27 Sex Assault - \$2M Verdict P	28 Michael Crain Testimonial Fa Locations	29 Jovey SA Instagram P.F. T	30 Cases We Handle Instagram	01	
04 TA Reality Check Instagram	05 Cinco de mayo Instagram P	06 Former congressman joins po	07 Top 5 Things You Should New	08 Nursing Home Healthcare Is	
11 Hotel Pool Injury Facebook	12 Michael Crain Testimonials Intro Testimonials	13 Top 5 Things You Should New	14 We do TVM, Breast, Hanc	15 Meet the Team - Intro & Em	
18 Oilfield Injury Facebook P	19	20 Machinery Cases We Ha	21 Meet the Team Gabby Fac	22	
25 Salva Beltran Testimonial Fa	26 Gabby content shoot ST	27 You may still have a case	28 Meet the Team Derek Fac	29	

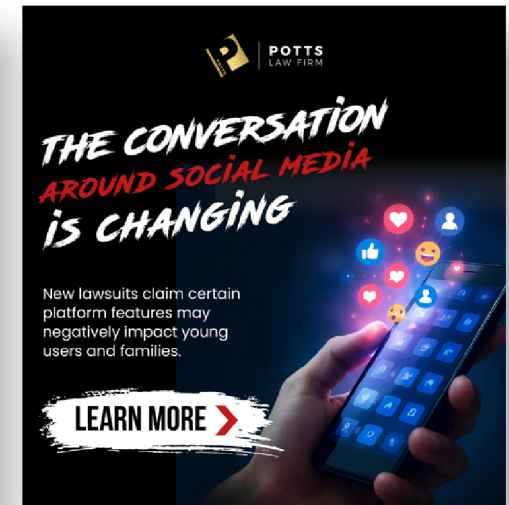
● Carousel ● Empty ● Highlight, Story ● Highlight, Story ● Highlight, Story, Video/... ● Highlight, Video/Reel
 ● Single Post, Highlight, S... ● Story ● Video/Reel

RESPONSIBILITIES

- ✓ Organic content planning
- ✓ Education campaigns
- ✓ Community engagement
- ✓ Brand awareness initiatives

PAID ADVERTISING

Strategic ad creative designed to generate leads and drive client inquiries.



RESPONSIBILITIES

- ✓ Ad creative development
- ✓ Campaign support
- ✓ Graphic design
- ✓ Client acquisition marketing