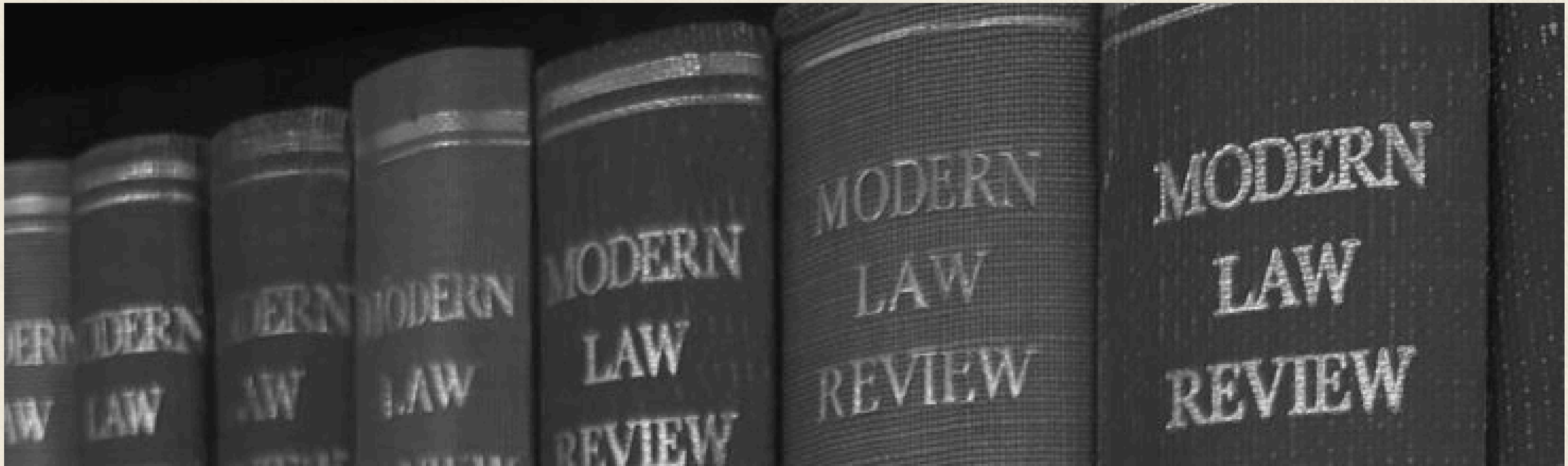
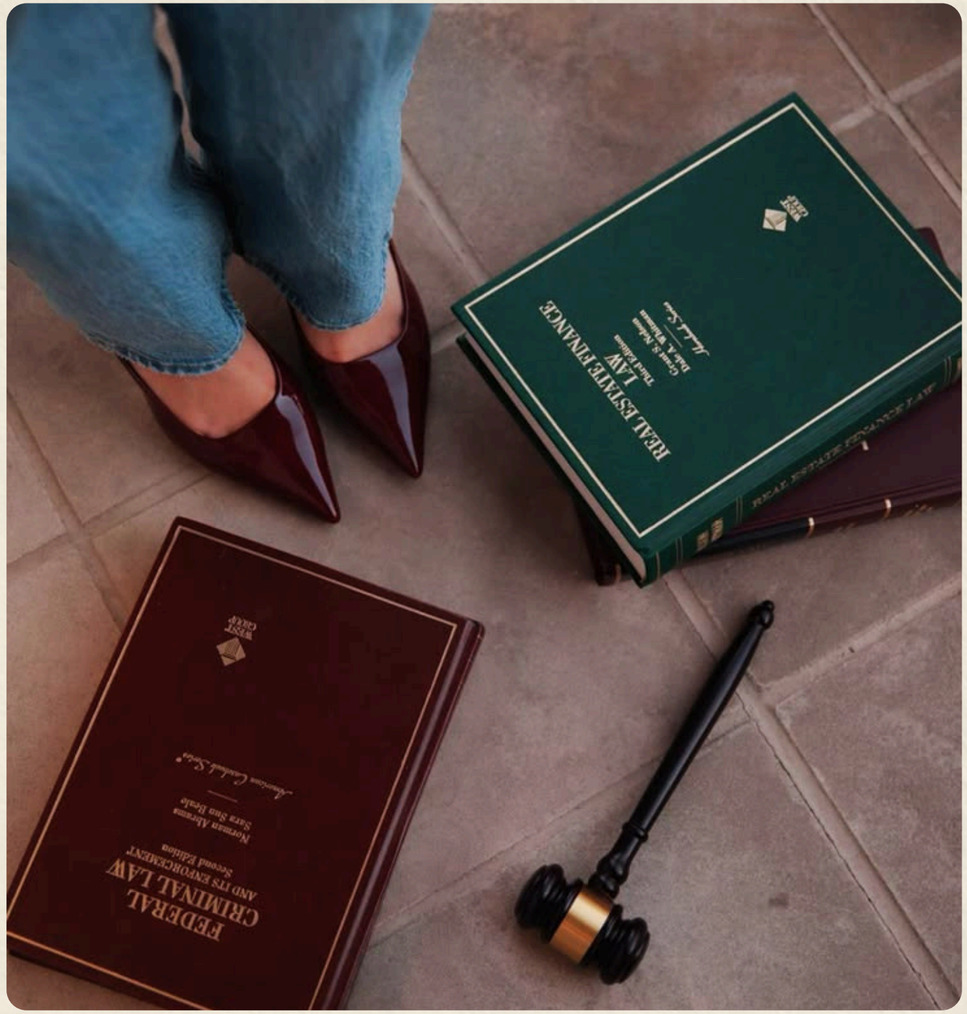
Smm Strategy

LET'S CREATE MEANINGFUL, IMPACTFUL CONTENT — TOGETHER.

BY: *Alona Tkachenko*

PURPOSE: LAUNCH A BILINGUAL INSTAGRAM PROGRAM FOR A U.S. LAW FIRM SERVING UKRAINIAN-SPEAKING IMMIGRANTS AND ENGLISH-SPEAKING AMERICANS TO DRIVE QUALIFIED CONSULTATIONS AND REVENUE IN 90 DAYS





Welcome

Hi! I'm Alona

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PREPARED BY:
ALONA TKACHENKO

ДАТА
01\06\2026

Executive Summary

GOALS (90 DAYS): 5K FOLLOWERS \04

8% ER, 300 LEADS, 60 CONSULTS \05

$120K REVENUE \06

50% UA, 50% EN \08

POSITIONING: “TRUSTED, BILINGUAL LEGAL GUIDANCE WITH FAST, CLEAR OUTCOMES \09

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THE LAW FIRM POSITIONS ITSELF AS A MODERN PROFESSIONAL AND TRUSTWORTHY LEGAL PARTNER FOCUSED ON DELIVERING HIGH QUALITY LEGAL SERVICES WITH A STRONG CLIENT CENTERED APPROACH
THE BRAND COMBINES EXPERTISE TRANSPARENCY AND PREMIUM SERVICE WHILE MAINTAINING A MODERN AND APPROACHABLE IMAGE IN DIGITAL PLATFORMS
THE GOAL IS TO CREATE A RECOGNIZABLE LEGAL BRAND THAT BUILDS LONG TERM TRUST AUTHORITY AND A STRONG REPUTATION IN THE AMERICAN LEGAL MARKET



Brand Overview

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Target Audiences



The Heart Behind the Brand

PERSONAS

- NEWCOMER (UA, 22–35): STATUS, FORMS; FEARS SCAMS.
- FAMILY SPONSOR (UA/EN, 30–50): REUNIFICATION; TIME/COST.
- SMALL BIZ OWNER (EN/UA, 28–55): ENTITY, COMPLIANCE.
- LITIGATION-SEEKER (EN, 35–60): ASSERTIVE RESULTS.
- BUSINESS OWNERS AND ENTREPRENEURS
- INDIVIDUALS SEEKING LEGAL ASSISTANCE
- STARTUPS AND SMALL BUSINESSES



JOURNEY

AWARENESS→TRUST→DM/LEAD MAGNET→CALL→RETAINER

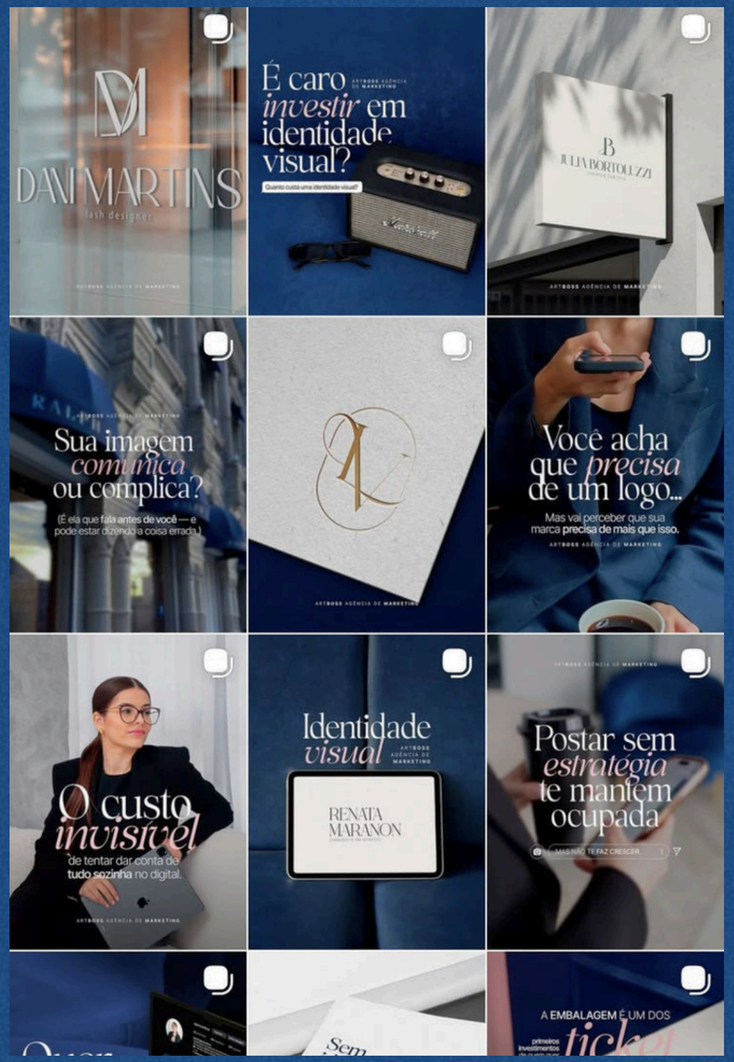
LANGUAGE/CULTURE: UA SUBTITLES, PLAIN EN, TRAUMA-AWARE TONE; AVOID PROMISES

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COMPETITOR ANALYSIS





COMPETITOR 1

A MODERN LAW FIRM WITH A STRONG CORPORATE VISUAL IDENTITY AND PROFESSIONAL PRESENTATION THE BRAND FOCUSES ON TRUST EXPERTISE AND PREMIUM LEGAL SERVICES
THEIR VISUAL STYLE IS MINIMAL STRUCTURED AND BUSINESS ORIENTED WITH DARK COLORS CLEAN TYPOGRAPHY AND PROFESSIONAL PHOTOGRAPHY

COMPETITOR 2

A MORE APPROACHABLE AND SOCIAL MEDIA FOCUSED LEGAL BRAND THAT ACTIVELY USES INSTAGRAM TIKTOK AND SHORT FORM CONTENT TO ATTRACT CLIENTS
THEIR COMMUNICATION STYLE IS SIMPLE MODERN AND EDUCATIONAL FOCUSED ON MAKING LEGAL TOPICS EASY TO UNDERSTAND FOR A YOUNGER AUDIENCE

DATE:
01\06\2026

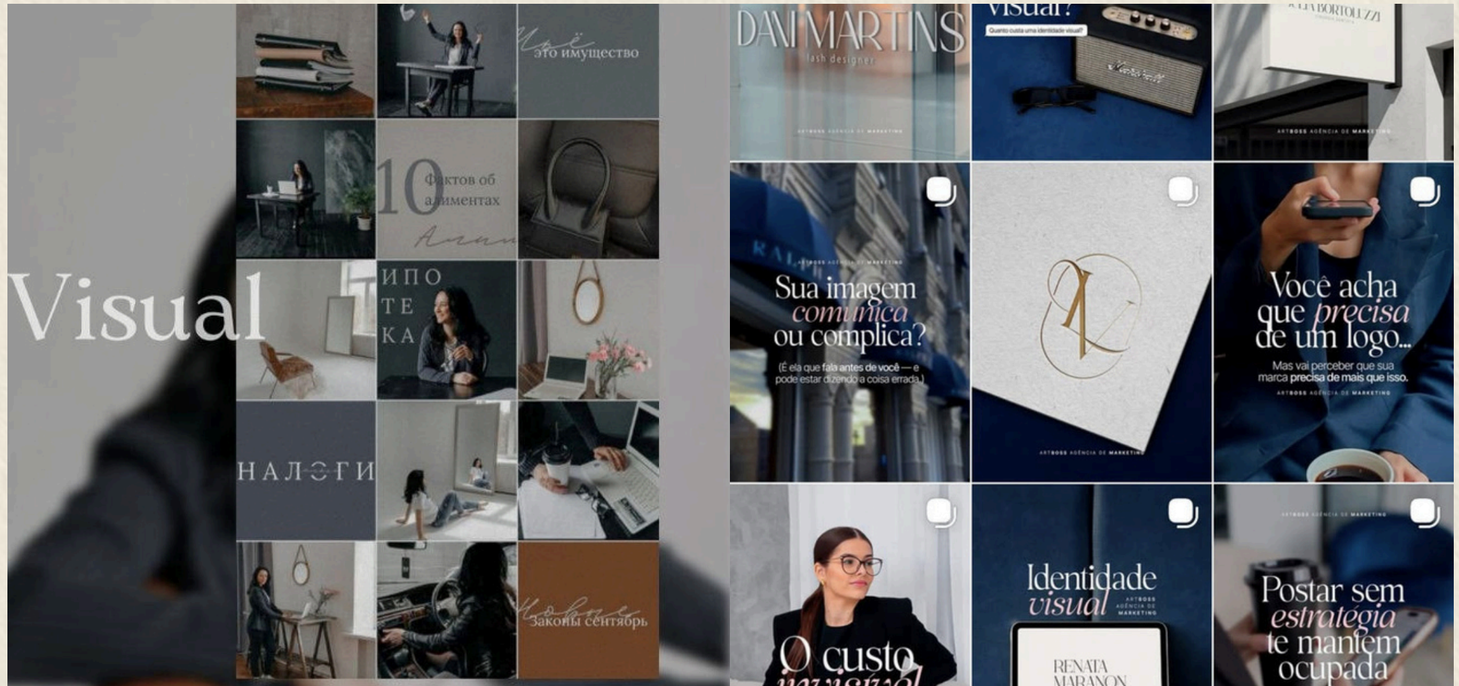
Visual Identity

The visual direction should combine modern corporate aesthetics with premium minimalism

KEY VISUAL ELEMENTS

- CLEAN LAYOUTS
- NEUTRAL COLOR PALETTE
- STRONG TYPOGRAPHY
- MINIMAL DESIGN
- PROFESSIONAL PHOTOGRAPHY
- BUSINESS LIFESTYLE VISUALS
- ARCHITECTURE AND OFFICE AESTHETICS





Content and References

The goal is to create a recognizable modern legal brand with a strong visual identity and premium positioning









REFERENCES SHOULD INCLUDE PREMIUM BUSINESS BRANDS MODERN CORPORATE AESTHETICS LUXURY MINIMALISM ARCHITECTURE AND EDITORIAL INSPIRED LAYOUTS

THE CONTENT STYLE SHOULD FOCUS ON CLEAN VISUALS PROFESSIONAL PHOTOGRAPHY TYPOGRAPHY BASED DESIGN AND STRUCTURED COMPOSITIONS

THE BRAND ATMOSPHERE SHOULD COMMUNICATE CONFIDENCE TRUST CALMNESS AND EXPERTISE

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Paid Advertising Strategy





MAIN ADVERTISING PLATFORMS

GOOGLE ADS
- META ADS
- LINKEDIN ADS
- YOUTUBE ADS

ADVERTISING GOALS

LEAD GENERATION
- CONSULTATION BOOKINGS
- RETARGETING WEBSITE VISITORS
- INCREASING LOCAL VISIBILITY

AD CREATIVES SHOULD FOCUS ON

TRUST
- RESULTS
- EXPERTISE
- PROFESSIONAL PRESENTATION
- CLEAR SOLUTIONS FOR CLIENTS

AWARENESS STAGE

SOCIAL MEDIA CONTENT
- SEO BLOG ARTICLES
- PAID ADS
- SHORT FORM VIDEOS

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Thank you

THANK YOU FOR TAKING THE TIME TO VIEW THIS PRESENTATION.
I APPRECIATE YOUR INTEREST AND CONSIDERATION, AND I'M EXCITED ABOUT THE POSSIBILITY OF WORKING TOGETHER.
LET'S CREATE SOMETHING MEANINGFUL, IMPACTFUL, AND BEAUTIFULLY ALIGNED.



Looking forward to connecting soon!

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