



PROFESSIONAL SERVICES SOCIAL MEDIA CASE STUDY:



Vetted Adviser

Client: Vetted Adviser
Location: London. EC4
Client Since: May 2022

CHALLENGE

Vetted Adviser was founded to create a trusted nationwide review platform for the professional services sector, accountants, solicitors, financial advisers, and more. Their mission: take the stress out of life's admin by helping people find reliable professionals, all verified through a rigorous vetting process.

While they had a strong concept and a well-researched product, they were looking to enhance their brand presence, increase platform signups, and ensure consistent, high-quality social media output that reflected their credibility and ambition.

OBJECTIVES

- Build national brand recognition for Vetted Adviser as the go-to review platform for professional services, accountants, solicitors, financial advisers, and many more.
- Establish trust and authority in a competitive and often referral-based industry.
- Drive platform engagement on both sides of the marketplace, attracting professional service businesses to register and encouraging users to search for the service they require
- Support a consistent and credible social media presence that reflects the professionalism of the brand, helping to align messaging.
- Implement a nationwide social campaign that blends organic content with paid media to reach new audiences, generate leads, and raise brand awareness

Verified professionals. Vetted reviews.
Strategic reach.

STRATEGY

We created and executed a multi-pronged social media strategy designed to build authority, generate leads, and scale brand visibility:

- 1. Organic Content Management
 - Weekly content calendar aligned to trending topics in professional services and consumer trust.
 - Value-led posts highlighting the benefits of using verified professionals.
 - Client success stories and user testimonials to build social proof.
 - 2. Paid Advertising Campaigns
 - Hyper-targeted Facebook and LinkedIn campaigns aimed at two audiences:
 - Professionals seeking to grow their credibility through verified reviews.
 - End-users searching for trusted professionals for legal, financial, or admin needs.
 - A/B testing of creative formats to refine messaging and boost ROI.
 - 3. Nationwide Messaging Consistency
 - Brand voice consistency maintained across all platforms.
- Location-specific content variations to resonate with users in different UK regions.

IMPACT

- Achieved growing reach across LinkedIn and Meta platforms.
- Developed steady growth in audience interest and interaction.
- Created a robust, ongoing content pipeline that aligned with the platform's values and mission.

RESULTS

Metric	Before Conquest	After Conquest
Avg. Engagement Rate	↓ Low	↑ +46%
Monthly Reach	↓ Low	15,000+



CLIENT FEEDBACK

"We were pleased to engage Conquest's services on the launch of our business and remain a happy client. We know how important it is to have a coordinated social media presence that complements the business plan for our digital platform.

Dan is a valued member of our team and an extension of our business. His ideas and insights are welcome & effective, a five-star rating from us!"

Lisa Beale, Director - Vetted Adviser

CONCLUSION

Vetted Adviser set out to change how people find trusted professionals, and with the right social media strategy, that vision is now a reality.

Through a nationwide campaign combining paid and organic content, Conquest Social Media helped build awareness, drive sign-ups, and position the platform as a credible force in the professional services space. Now with a stronger digital presence and growing user base, Vetted Adviser is well-placed to continue scaling across the UK.



Looking to scale your professional services brand?

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