


# Going Global with Hone Maxwell, LLP

*How TW2 Supports International Thought Leadership and Growth*

## Client Overview

Hone Maxwell LLP is a San Diego-based international tax and business law firm providing comprehensive services for clients in the U.S. and abroad. With extensive legal and accounting experience, bilingual capabilities, and a global perspective, Hone Maxwell delivers big-firm quality with small-firm values.

 [Click here to watch a testimonial video](#)

## Key Metrics



LinkedIn follower growth

**400% in two years**



Organic website traffic

**317% increase**



**Completed Full Rebrand**

## CHALLENGES

As Hone Maxwell sought to rebrand, strengthen its market presence, and expand its operations globally, the firm needed an experienced marketing partner with deep expertise in the legal and financial industries. The firm required a strategic approach to position itself as a leader in international tax and business law while maintaining a cohesive and recognizable brand.

## SOLUTIONS

Recognized for its deep proficiency in both the legal and financial sectors, TW2 was selected as Hone Maxwell's outsourced marketing communications firm. Today, TW2 leads the firm's global campaign strategy, ensuring a strong and consistent presence in key markets. Key initiatives include:

**Rebranding Strategy:** Led the firm's rebranding process to establish a fresh, modern identity that reflects its evolving legal practice and international capabilities.

**Marketing Collateral:** Designed and developed marketing materials, brochures, and firm collateral to support the new brand identity.

**Global Expansion Campaigns:** Developed and launched large-scale marketing initiatives for Hone Maxwell's expansion into Mexico and Singapore, ensuring a cohesive brand presence across new markets.

**SEO and Digital Presence:** Partnered with an SEO expert to implement a targeted SEO strategy to enhance search rankings and online visibility.

**Website Optimization:** Partnered with a digital marketing firm to refine the firm's website, content, and outreach efforts.

**Thought Leadership Positioning:** Ghostwrote blogs and articles to position Hone Maxwell as a trusted authority in international tax and business law.

**Public Relations & Awards:** Managed PR efforts and drafted award submissions, securing several high-profile recognitions.

**Social Media Strategy:** Developed and executed a social media strategy to boost engagement and brand awareness.

## RESULTS & IMPACT

Through a holistic and strategic approach, TW2 has helped Hone Maxwell expand its brand, enhance its thought leadership, and solidify its reputation as a global authority.

The firm's website experienced a 317% increase in organic traffic over two years following targeted SEO and digital improvements. On LinkedIn, the firm's follower base grew from under 400 to approximately 2,000 followers in two years, thanks to a consistent and strategic social media presence.

As a result of consistent content—blogs, social media, white papers, bylined articles, and firm promotion—Hone Maxwell reports a steady increase in inbound business development leads.

As the firm continues its international growth, TW2 remains a dedicated marketing communications partner, positioning Hone Maxwell for continued success on the global stage.

## Resources

Explore examples of the work TW2 has produced in support of Hone Maxwell:

- [LinkedIn](#)
- [Website](#)
- [Company Overview Video](#)
- [Content](#)