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## CREATING A "DAVID" BRAND TO COMPETE WITH THE "GOLIATHS"

### LARGHEY LAW CASE STUDY

#### CHALLENGE

Largey Law Firm practices personal injury and criminal defense law in Tavares, Florida. Like many smaller practices, Largey Law competes with bigger firms for clients locally and in the surrounding larger cities. "We needed to establish brand awareness among our target clients," said attorney Christopher Largey. "Why should they hire us instead of one of the larger firms or a firm closer by?"

Largey Law needed to clearly communicate the depth and breadth of its lawyers' knowledge and experience while simultaneously convincing prospects that the firm's size is a benefit, not a liability. They wanted to brand their practice as one whose size provides a distinct advantage to clients by offering highly personal and exceptionally skilled service to each person they represent.

#### SOLUTION

After assessing Largey Law's existing marketing program, we determined that its approach needed to change: the program's components needed to focus on the firm's goal of distinguishing its service from that of its competitors.

We started with a website redesign that emphasized the firm's personalized service and hands-on attention. Viewers to the site are now greeted by photos showing people from different walks of life challenged by life-changing circumstances. The content focuses on the extent to which the firm's attorneys understand their clients' challenges and are able to effectively resolve their legal issues. The site's navigation also makes it easy for anxious prospects to find what they need quickly.

Next, we developed an SEO strategy targeted to reach both criminal defense and personal injury prospects. We added Ngage Live Chat to give potential clients 24/7 access to the firm and allowing them to engage with visitors who otherwise may not have called or emailed.

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To further increase Largey Law's leads, we added Martindale-Nolo's lead generation service to the firm's marketing mix. Roughly three quarters of the leads are from prospects seeking counsel on criminal defense matters, with the remaining one-quarter coming from those seeking personal injury advice. "We convert at least half of these leads into clients," noted Largey. "We have established an intake system so that one of us contacts the prospect immediately."

## RESULTS

### STEADY SUCCESS AS A SOLE PRACTITIONER

"Martindale chose for us the products that would benefit us most," said Largey. "We're not in the marketing business; we're in the legal business, so we look to others to provide this expertise."

The combination of products has established brand awareness for Largey Law particularly outside of Tavares. The firm's business has grown substantially in counties where its market share was lacking or non-existent.

"Our leads come from respectable sources so consumers feel very comfortable leaving their information. This is invaluable," said Largey. "We've grown our business over the past five years pretty substantially. Largey Law is thriving and Martindale-Hubbell has played an important role in promoting our firm's skills and reputation throughout Central Florida." 