



Case study

# How attorney Andrew M. Jaffe uses Avvo to generate 50+ new leads each month

**50 +**

leads each  
month

**Over 50%**

of new clients come  
from Avvo

**4+**

new clients each  
month



“When I started with Avvo, my practice probably doubled...  
I’m not sure I’d have a business without Avvo.”

**Andrew M. Jaffe**  
Attorney at Law

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**Andrew M. Jaffe** has been a licensed attorney since 1977. For nearly two decades, he has limited his practice to e-commerce and internet law.

## Highlights

### Challenges

- Finding new clients online
- Advertising and marketing to prospective leads
- Showcasing his legal practice area and reputation on a trustworthy platform

### Solution

- Avvo Profile that helps Andrew build reputation and credibility prominently on Google and Avvo
- Links to his 13,000+ answers and many peer and client reviews
- A legal marketplace with a Q&A forum
- Answering up to 50 legal questions about e-commerce and internet law each month
- Website hosting, tech support, and responsive customer service

### Results

- At least one new client/week from Avvo
- 50+ new leads generated each month
- Over 50% of his clients come from Avvo

## Challenges

### Finding a way to showcase his practice area and attract clients online

Andrew M. Jaffe has decades of legal experience. He's been a licensed attorney since 1977, and for the past nineteen years, he's focused his practice exclusively on e-commerce and internet law.

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*“I was the first person to call myself an internet attorney,” Andrew jokes. “You couldn’t Google me because there was no Google.”*

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But as time passed, more and more attorneys started practicing in the same legal vertical. Andrew needed to find a way to set himself apart, attract new clients and demonstrate his years of experience.

He set up a Facebook Business Page and a LinkedIn profile, but neither social network made much of an impact on his business.

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*“I don’t believe I’ve ever gotten a single client off of Facebook,” Andrew says. “I have a LinkedIn profile that I’ve had for as long as LinkedIn’s been around. I keep it current, but I don’t believe I’ve ever gotten a single client off of LinkedIn.”*

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What Andrew really needed was a legal directory, where he could list his credentials and showcase his experience in e-commerce and internet law to people who were actively looking for legal advice.

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*“I started looking for sites where I could promote myself by answering legal questions for free. I tried a few different websites, but I received less than one question to answer each week,” Andrew says.*

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Andrew needed to find a place online where he could reach people who needed legal advice on e-commerce and internet law so he could answer their questions, reach new leads, and continue building his business online.

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**“I started looking for sites where I could promote myself by answering legal questions for free. I tried a few different websites, but some of them had strict limits on how many questions I could answer.”**

## **Solution**

**A legal directory with a Q&A forum and 50+ questions available to answer each month**

When Andrew found Avvo in 2011, he knew immediately that it was exactly the solution he had been hoping for.

Andrew started using Avvo’s Q&A forum to answer up to 50 legal questions about e-commerce and internet law each month. He noticed a change almost immediately.

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*“I saw the impact of using Avvo almost from day one,” Andrew says. “Avvo gives you a much more focused chance at getting a client because leads are on the site looking for legal help already. Other sites I’ve used don’t come close.”*

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Through Avvo, Andrew began answering all kinds of questions related to e-commerce and internet law for both individuals and businesses. Many of those leads turned into recurring customers.

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*“I always try to answer their question fully, but I still make a pitch of things I can do for them,” Andrew explains. “A lot of these questions come from people launching a startup or e-commerce business, so I end up working as a business attorney to many of these clients. That creates an ongoing relationship. It’s not a situation where they had one single problem and I fixed it and then never hear from them again.”*

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After seeing the success he could have with Avvo, Andrew decided to migrate his website to their platform as well. Using Avvo was like having full-time IT support, without the cost or hassle of hiring his own employees.

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*“They maintain my website for me, and they do a much better job than I could do,” Andrew says. “When I want something changed, I just send them an email and within a few days, it’s taken care of. I don’t have to worry about it.”*

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After a few years, Andrew also began using Avvo to advertise his practice, which has the added benefit of giving him extra credibility with clients.



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*“It’s relatively inexpensive for me to cover the whole state,” Andrew says. “Being associated with Avvo and being promoted like this gives the client the feeling that I’m somebody special. It’s a valuable third-party endorsement.”*

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Answering questions on Avvo’s Q&A forum has helped Andrew get noticed by peers who share his areas of focus, as well as clients.

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*The Avvo website has both peer reviews and client reviews,” Andrew says. “As I’ve answered questions, other attorneys have taken notice and endorsed me, which links back to my Avvo profile and my website. People can see that over 50 attorneys and over 50 clients have recommended me. It gives potential clients a lot of feedback that I’m worth talking to.”*

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Most importantly, Andrew’s been able to use Avvo to build his digital reputation: his Q&A answers, peer reviews, and client ratings are all featured on his **Avvo profile**. Unlike Facebook or LinkedIn, potential clients who find him on Avvo are already looking for legal assistance. Optimizing his profile has helped him draw potential clients to his practice.

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**“I saw the impact of using Avvo almost from day one...Avvo gives you a much more focused chance at getting a client because leads are on the site looking for legal help already.”**

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# Results

## Over 50% of his clients come from Avvo

Today, after using Avvo for over a decade, Andrew says that the platform has proven its value many times over.

Avvo has a much better return on investment than any other platform he has tried: for the \$300/month he spends on his website and advertising, he gets at least 50 warm leads each month and about half of his overall clients.

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*“I’m not sure I’d have a business without Avvo,” Andrew says. “I would say that I easily get a client a week from Avvo. That’s a far higher percentage of conversions than I’ve found on any other site.”*

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Andrew estimates that he spends around an hour each day answering questions in the legal Q&A forum. That, combined with the advertising he pays for, has given him a regular pipeline of new and recurring clients. When it comes to building his business and finding clients, nothing compares to Avvo, Andrew concludes.

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*“I’ve tried some other sites, and I’ve never found anything that comes close to the kind of response I get from Avvo.”*

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**“I would say that I easily get a client a week from Avvo. That’s a far higher percentage of closure than I’ve found on any other site.”**

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