



## Case Study

### Heath Grob, Principal Law Firm, PC

A solid marketing partnership

# About Heath Grob, Principal Law Firm, PC



## Practice Area

Business, Construction  
and Commercial  
Real Estate



## Challenge

Finding the right  
marketing partner



## Location

Northeast Texas  
(Rockwall)

## | Challenge

### Understanding and maximizing the firm's marketing investment

Heath Grob founded Heath Grob, Principal Law Firm, P.C. in 2011 as a way to help small business owners bridge the complex and costly world of the law with the fast-paced culture of business. He knew firsthand about the challenges that businesses face from his time managing a growing mid-sized hospitality investment group.

Attorney Grob also found challenges closer to home when it came to marketing his firm. As a solo practitioner, he found it hard to get the attention of his website provider and when he did, he was told why he couldn't and shouldn't make changes he wanted to make. His frustration increased as his billing was repeatedly wrong.

When the COVID-19 pandemic took hold in the spring of 2020, Grob's business dropped off. He contacted his provider to express his concern that his investment wasn't working and to set up a meeting to discuss next steps. All he received was an automated response encouraging him to spend more money on the same strategies. "I had genuine dissatisfaction with my service and I couldn't get them to talk to me in a meaningful way about what I should be doing to improve my results."

# | Solution

## A new website that cost ⅓ less and a true marketing partner

It was time to make a change. He wanted a more responsive site and someone to talk to. Michael Casinelli, a Martindale-Hubbell marketing consultant, reached out and immediately scheduled a video conference call with him. Grob appreciated the quick response and liked the fact that he could see the person with whom he'd be working.

During that initial video conference, Casinelli shared a number of different websites and packages with Grob. When Grob asked him how he'd know if it's working, Casinelli told him that he would monitor the results monthly to determine if the program is producing the expected results and if not, recommend changes and additional free advertising to help meet the firm's ROI objectives.

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The duo got the website up and running. Grob's investment included a robust profile on Lawyers.com and Martindale.com along with a handful of strategic Preferred Results to put his name at the top of the search results on the two Martindale websites. This visibility increased the traffic to the firm's website as well as prompted prospective clients to reach out directly from Lawyers.com.

As the pandemic continued, the law firm's business dropped off again. Grob reached out to Casinelli and told him he wasn't getting enough leads. Casinelli immediately made some adjustments to the firm's site. “I got busier almost right away,” said Grob. “There was a direct correlation.”

# | Results

## A steady increase in leads driven by responsiveness and expertise

In the 10 months since Grob made the switch, he has received a nearly 500% increase in leads. “All of the sudden, the traffic started to flow again - phone calls and form submissions from local prospects.” Both his new website as well as his directory profiles have clear ways to contact him, including live chat and a call tracking number that allows him to track ROI. All his digital properties also showcase his positive reviews and AV Preeminent® Peer Review Rating™, key indicators of the firm’s attention to customer service and knowledge of the law.

Grob values the partnership he has with Casinelli and Martindale. “We get on the phone and have it out before we make changes,” he said.

Grob was so pleased with what he and Casinelli created that he decided to add in two more practice-specific websites. Martindale had the first staging site up and running quickly but it wasn’t quite what Grob had in mind. A week later, all changes he requested had been made and the website started seeing action.

“The process is working,” said Grob. “We’re getting folks in, which is the whole point of advertising.”



**500%**  
**increase in leads**

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# Convert more visitors into clients

**Grow Your Client Base**

## Martindale-Avvo™

Martindale-Hubbell is powered by Martindale-Avvo, the largest legal marketing network helping attorneys grow their practice through exposure to 25 million consumers monthly. We drive prospects to attorneys with real-time lead generation, online legal profiles, live chat, website services, and lead intake and management tools.

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### OUR LEGAL MARKETING NETWORK

