



Case study

# How Irvin Law generates 60+ contacts every month with Avvo Advertising

**28–30**

calls per month

**60%**

of calls from new potential clients

**3+ minutes**

average phone call duration



“Over the past two years, we’ve increased our ad spend by over 730% and it’s been worth every penny. We receive 28–30 calls per month through Avvo, and 60% of those are from new clients.”

**Charles Irvin,**  
Managing Attorney, Irvin Law, PLLC

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Irvin Law, PLLC is a firm based out of Jackson, MS that strives to treat its clients like family. Its practice areas include criminal defense, personal injury, civil rights, and business and credit law.

## Highlights

### Challenges

- Finding effective advertising channels to build a client base in Mississippi
- Competing with big firms with much larger advertising budgets
- Ensuring maximum reach in target practice areas

### Solution

- Strategic guidance in creating a robust and high-ranking profile
- Efficient and scalable marketing, including high reach and visibility through advertising
- Deep analytics that help inform strategic positioning decisions

### Results

- 60+ contacts every month (50% of which are phone calls)
- Phone calls average over 3 minutes in duration
- Representation in over 1/3 of Mississippi markets

## Challenges

### Starting a small practice and building a client base

After practicing law for over 20 years and serving as a government servant as well as in the non-profit sector, Charles Irvin started his own firm. To get Irvin Law, PLLC off the ground, he looked for cost-effective ways to obtain contacts and drive business to his firm.

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*“You can be a great attorney, you can be great at trial work, you can be a great appeal writer, but if no one knows your name then that greatness won’t help you,” Charles explains.*

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Charles knew that when it came to building his client base, visibility and scalability were significant hurdles. His small practice needed a sustainable way to compete with big firms and their much larger advertising budgets.

Fortunately, in his 20 years of practice, he stayed current on how people seek out attorneys—and the channels attorneys use to stay visible and appear in search results.

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*“Billboard advertising is a dinosaur. The new wave of firms uses digital resources to get in front of potential clients. The internet gives smaller firms like ours a chance to compete,” he says.*

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A single billboard in Jackson would cost around \$2,000 per month. By contrast, Charles could claim his profile on Avvo for free to improve his overall online presentation and have access to additional benefits. This positions his firm in front of more potential clients already seeking legal help in his practice areas for a fraction of the cost.

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*“Big firms spend tens of thousands of dollars on traditional advertising every month, whereas we can spend a fraction of that with Avvo and get immediate results,” he explains.*

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Even with a minimum monthly investment in Avvo Advertising, Irvin Law appears prominently in Avvo’s search results and its messaging reaches people in a wide geographic area.

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*“We serve 82 counties in Mississippi and we cover a number of practice areas. Avvo was a good fit because it gave us the reach we needed and a higher return on our investment,” Charles says.*

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**“Big firms spend tens of thousands of dollars on traditional advertising every month, whereas we can spend a fraction of that with Avvo and get immediate results.”**

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# Solution

## Strategic guidance on advertising and positioning

Experiencing early success with Avvo Advertising prompted Charles to double and then triple his investment. It proved to be an efficient and scalable source of marketing for his firm.

Avvo's dedicated Account Managers partner with attorneys and guide them on how to reach more people and generate more contacts. Charles' Account Manager helped him effectively advertise his firm to his target audience.

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*“Our Account Manager has amazing integrity. In the two years that we've been working with him, he has never tried to oversell us. He has provided value to our firm in more ways than he will ever know,” Charles says.*

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The Avvo website and approach allow attorneys to clearly communicate their practice areas and showcase past wins to potential clients right on the attorney's profile.

Charles' Account Manager helped him maximize his reach by thoroughly reviewing his profile, and then collaborating with him to develop a brand voice that would secure a strong Avvo rating and resonate with customers.

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*“My Account Manager helped me understand the impact of the content on my profile. We talked about my teaching experience, incorporated a brand video, and we have a monthly meeting to discuss improvements we can make to expand into other places in Mississippi,” Charles says.*

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Enhanced analytics are key elements of Avvo Advertising. Charles and his Account Manager go over these stats once per month to find areas where they can make changes to improve visibility to potential clients and get more leads..

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*“Avvo helped us position our firm strategically. That’s evident when we review our monthly analytics. I especially like to look at the average length of our calls, because a long phone call indicates that someone probably has a serious legal issue that we can help solve,” Charles explains.*

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**“In the two years that we’ve been working with our account manager, he has never tried to oversell us. He has amazing integrity, and he has provided value to our firm in more ways than he will ever know.”**

## Results

**60+ contacts every month. High conversion rates.**

Under the guidance of his Account Manager, Charles has continued to incrementally increase Irvin Law’s ad spend, and his firm is now reaching more markets and growing faster as a result.

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*“Over the past two years, we’ve increased our ad spend by over 730% and it’s been worth every penny. We receive 28–30 calls per month through Avvo, and 60% of those are from new clients,” he says.*

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Irvin Law now receives over 60 contacts every month. According to Charles, half of those are phone calls that last an average of 3 minutes or more. In an average month, they convert 60% of incoming calls into paying clients.

Irvin Law now has a strong presence in the state, appearing in several Mississippi counties, with advertising that works best for the firm.

But even though its advertising generally focuses on the Mississippi area, its positioning has helped Irvin Law land other cases too—including the largest criminal case in the firm’s history.

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*“We get quite a few out-of-state clients, which was surprising at first. Avvo helps us stand out from the crowd and, as a result, we’ve signed cases from California to Maryland. It’s been hugely beneficial for marketing our firm to a much wider audience,” Charles says.*

*“Our largest criminal case to date started with a simple phone call. They found our firm through Avvo. Then, after comparing our profile to our competitors’, they decided to go with us,” he adds.*

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Charles says that opportunities like that wouldn’t be possible without Avvo serving as such an effective and scalable marketing solution.

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*“Avvo has the ability to place you in categories that you might not have thought of. It helps you distinguish your firm from other attorneys in your practice area. And it helps you advertise your practice to the people searching for your specific skill set,” he says.*

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**“Avvo helped us stand out from the crowd and, as a result, we’ve signed cases from California to Maryland. It’s been hugely beneficial for marketing our firm to a much wider audience.”**



## Avvo helps increase your firm's visibility without going over budget.

Get expert guidance on how to reach people in your practice area and start generating more contacts.

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