



Case study

# How Avvo helps Littlejohn Law generate 100+ contacts every month

**+850%**

increase in calls year-over-year

**< \$2**

average cost per contact

**~2,000**

monthly profile page views



“Avvo is great at showing lawyers how to make their profiles work for them and get more contacts. Once I started with Avvo, I didn’t have to look anywhere else.”

**Micheal L. Littlejohn Jr.,**  
Civil Rights Attorney, Littlejohn Law, PLLC

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Littlejohn Law, PLLC is a Civil Rights and Employment Law firm based in North Carolina.

Attorney Micheal L. Littlejohn Jr. was the recipient of a 2018 Avvo Clients' Choice Award & he has been featured in Charlotte Agenda's top 30 under 30, NC Business Journal Legal Elite, and SuperLawyers.

## Highlights

### Challenges

- Increasing visibility and engagement with prospective clients
- Finding cost-effective marketing solutions, suitable for a sole practitioner's limited budget
- Staying competitive with large law firms in the same practice area

### Solution

- Collaborative goal setting & strategic account management solutions
- Avvo Advertising for more visibility & effective, targeted lead intake
- Enhanced dashboard analytics with Avvo Premium

### Results

- 100+ contacts every month, 60% of which are incoming phone calls
- 850% increase in phone calls year-over-year
- ~2,000 profile views per month (1,150% year-over-year increase)
- <\$2 cost per contact

## Challenges

### Finding the most cost-effective & competitive way to reach new clients

When Micheal L. Littlejohn decided to start his own firm, he needed to find the most powerful and cost-effective way to get his name in front of potential new clients.

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*“As a solo practitioner, I can't afford to experiment with a bunch of different directories and advertising channels. I need to be deliberate and conscientious about where I spend my time and money,” Micheal explains.*

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Big or small, every firm is trying to minimize cost per contact and maximize their return on investment—and Littlejohn Law was no exception. So, in August 2018, Micheal joined Avvo.

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*“Avvo is great at showing lawyers how to make their profiles work for them and get more contacts. Once I started with Avvo, I didn't have to look anywhere else,” Micheal says.*

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With Avvo, Micheal had access to a dedicated account manager, advertising campaigns, analytics, and world-class customer service, all for one low-cost monthly subscription rate.

More important, however, is that Avvo amplifies Micheal's reach. Avvo profiles 97% of U.S. lawyers, making it the largest online directory for people seeking to hire an attorney. It's visited by over 9 million people each month.

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*“How clients find lawyers is forever changing. In today's society, most people check Yelp before they try a new restaurant, and most people check Avvo when they need an attorney,” Micheal explains.*

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All of these factors make Avvo one of the most effective outreach and lead generation solutions on the market—especially for firms with small marketing budgets, like Littlejohn Law, PLLC.

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**“As a solo practitioner, I can't afford to experiment with a bunch of different directories and advertising channels.”**

## **Solution**

### **Targeted advertising to land more civil rights cases**

Getting started with Avvo was easy. Micheal's dedicated Account Manager helped him get set up, taught him how to use the features that would gain him exposure, and showed him how to leverage Avvo to connect with potential clients.



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*“Their support team was a tremendous asset during the onboarding process. They did an amazing job showing me what Avvo could do at different levels,” he says.*

*“Avvo knows market trends. They know what other lawyers—in the national and local markets—are doing. And they do everything they can to help you succeed,” he adds.*

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Claiming your profile (which allows him to ask for client reviews and peer endorsements) and accessing legal guides are both free—and Micheal did both of these things.

But the real secret to Micheal’s success is Avvo Advertising. It offers a targeted, measurable, and flexible way to increase his visibility and get seen by even more prospective clients.

As an advertiser, Micheal gains even more real-time insights into the performance of his campaigns through his analytics dashboard.

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*“I’m a solo practitioner; I can’t afford to spend the equivalent of a car note every month solely on advertising. But with Avvo, a small firm like mine can effectively and efficiently market itself despite the competition with the bigger firms that may allocate more of its dollars to advertising. With Avvo, I am able to attract just as many contacts as those larger firms,” Micheal says.*

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Within 8 months, Micheal’s advertising campaign was generating roughly 50 new contacts per month and his client calls had more than tripled.

But Micheal saw additional opportunity. Almost all of his contacts involved criminal defense, and Micheal wasn’t trying to build that arm of his practice. So he asked Avvo for help.



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*“I’ve done criminal defense for a while and was able to achieve results that pleased my clients in that practice area,” Micheal explains. “But I knew that to build my civil practice and sustain a profitable civil rights firm, I needed access to take on more of those matters.”*

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Micheal discussed his goals and ambitions with his Account Manager to expand his service commitment to those who need it most. He explained his passion for helping people with civil rights cases and asked how he could reach more of the people who need his experience.

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*“A lot of these people have been marginalized or come from lower socioeconomic backgrounds, but they deserve fair representation all the same. Those are the cases that get me excited,” Micheal says.*

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Avvo revamped Micheal’s account strategy and shifted his ad spend into the aligned practice area and geographic market.

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**“Avvo knows market trends. They know what other lawyers—in the national and local markets—are doing. And they do everything they can to help you succeed.”**

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# Results

## 100+ contacts per month without increasing Cost-Per-Contact

One month after making that important strategic shift to Micheal's account, he received more than twice as many calls aligned with his practice area. Micheal now averages **100+ contacts every month, over 60% of which are phone calls.**

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*“Since partnering with Avvo, the number of calls I get every day is equivalent to the number of calls I used to get in an entire month,” Micheal says.*

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In total, his incoming calls have increased by 850% year-over-year. More importantly, almost all of his contacts align with his desired practice area.

Civil rights, employment and labor, discrimination, wrongful termination, and harassment cases now make up 96% of Micheal's cases—a dream come true for an attorney who is so passionate about helping people in need.

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*“My long-term plan is to build a stellar civil rights law firm here in North Carolina that fights for its clients. To make that goal a reality, I will need to continue building my client base. Avvo, provides that opportunity for new clients to retain an attorney dedicated and committed to their matter,” Micheal says.*

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And with Avvo Advertising, Micheal has more visibility than ever before. Micheal used to receive around 160 profile views per month. Now, he gets 2,000+ views each month—a 1150% increase.



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*“I don’t have time to worry about SEO and marketing. I trust Avvo to handle that for me, so I can focus on my clients’ cases and doing what I need to do as an attorney,” he says.*

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Incredibly, Micheal was able to achieve all of these results without increasing his ad spend. His average cost per contact remains consistently below \$2. Estimated cost per contact from Google advertising would range from \$10–25 per contact in the same market.

None of these results would be possible without the trust Micheal and his Account Manager share. His success story is a testament to the power of relationship-driven change.

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*“I value the relationships I have with my clients. I’m always looking for a way to connect with them and help them succeed. It’s the same feeling I get from Avvo—it’s been an amazing partnership,” Micheal says.*

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**“Since partnering with Avvo, the number of calls I get every day is equivalent to the number of calls I used to get in an entire month.”**

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# Prospective clients are looking for law firms in your practice area. Will they find you?

Avvo gives you guidance on how to build your lead pipeline and an affordable avenue for increasing your visibility online.

[Contact Avvo](#)

Avvo 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.