



Case study

How Nathan Mubasher converts his 4,000+ monthly views into a steady and scalable caseload

40%

of major clients
through Avvo

3-6

monthly
conversions

150+

daily profile page
views



“Within a couple of years, I was able to grow my practice substantially with Avvo. I’m now entering my eighth year of practice and Avvo is instrumental in supercharging my client intake engine.”

Nathan Mubasher,
Attorney, Law Offices of Nathan Mubasher

Attorney Nathan Mubasher has helped everyone from healthcare professionals who risked losing their licenses, to mortgage borrowers who went up against big banks. His experience, professionalism, and genuine compassion frequently earn him 5-star reviews.

Highlights

Challenges

- Competing with large law firms in saturated practice areas
- Marketing without violating rules on how attorneys engage with prospective clients
- Finding a directory that understands how to market in the legal industry

Solution

- Deep strategic insights from Account Manager on how to market the firm
- Avvo Advertising to gain more visibility and attract targeted leads
- Enhanced analytics with Avvo Premium to see who is contacting by phone, email, or website
- Q&A forum to actively engage with consumers in need of legal help

Results

- A steady and scalable caseload (3-6 new clients per month)
- 40% of total clients discover Nathan Mubasher through Avvo
- 150+ profile page views daily

Challenges

Reaching prospective clients

When attorney Nathan Mubasher started his solo practice, gaining visibility and generating new clients was a challenge.

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“I was getting some local leads through my website but I handle matters for the entire state [of California]. I claimed my profile on Avvo because I didn’t have a great web page set up,” he says.

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His practice areas include administrative law, license defense, healthcare law, and anti-money laundering and compliance in the cutting-edge field of cryptocurrency law. Many of his competitors are enormous firms, some with 500+ lawyers.

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“A lot of my cases wind up looking like a David versus Goliath scenario. I like to stand up for people who might not have as strong a voice on their own, and prevail,” Nathan says.

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Nathan claimed his profile on Avvo as a way to cut through the noise and reach a huge community in need of basic legal services.



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“If someone is looking for legal services, there shouldn’t be roadblocks preventing them from finding an attorney. The Avvo platform allows the legal community to interface directly with the public and vice versa. That’s what I love about Avvo,” he explains.

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Marketing his firm without violating rules

State and federal laws can make it difficult for lawyers to network and market themselves.

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“Marketing in the legal field has always been somewhat conservative, particularly in California. We have strict rules against solicitation to protect the public,” Nathan explains.

“Platforms like Yelp encourage businesses to interact with potential clients, but in the field of law where confidentiality is very important, one cannot anonymously solicit an attorney for a free consultation by asking a question online,” he adds.

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Avvo provides Nathan with opportunities to connect with consumers that other broad-based online directories can’t match, and a way to market his firm without compromising his professional integrity.

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“There’s a delicate balance between marketing openly and going door to door—which is prohibited—but Avvo runs their platform with the highest integrity,” he says.

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“They allow the consumer to solicit attorneys for free consultations online, anonymously if they desire. The attorneys are not allowed to offer their services directly, but they can answer the questions posed, and if the client likes the answer, they can contact the attorney directly!” he adds.

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Solution

Strategic guidance for leveraging Avvo

One of the first things Nathan did after creating his Avvo profile was hop on a call with his Account Manager. His Account Manager gave him strategic guidance on how to get the most out of his account and attract more leads.

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“With Avvo, I could instantly create a profile, list my resume online, post articles about my practice areas, and interact with prospective clients,” he says.

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Nathan's Account Manager also helped him understand how Avvo Advertising could help him extend his reach, establish relationships, and ultimately increase incoming contacts.

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“It gives you a lot of reach and a huge network of people looking specifically for your services. Avvo was pivotal for generating business at a time when I was solely relying on word of mouth for new clients,” he adds.

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Targeted advertising & advanced insights

Nathan uses Avvo Advertising to set up effective, targeted advertising campaigns. This helps him get his name in front of more people in his practice areas.

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“I use Avvo for directed marketing. In other words, if someone in my geographic area is searching for a lawyer in one of my practice areas, my name appears prominently in their results,” he says.

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With Avvo Premium, Nathan has access to advanced insights any time a prospective client views his profile or contacts him. He uses these insights to refine his campaigns and reach more people.

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“Avvo allows you to chart things like where your leads are coming from, what percentage of your contacts are phone calls, direct messages or website clicks, and even how long each phone call lasts. Avvo's a leader in offering you great, actionable insights through easy-to-sort analytics,” he says.

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Avenues for increasing engagement (not offered by other directories)

Nathan's favorite thing about Avvo is that it offers him a way to interact with people seeking legal advice—and that these interactions have a tangible effect on conversions.

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“Avvo isn't like Yelp, Google, Justia, or Nolo—where you have a profile sitting there and you hope it gets a ping. What makes Avvo so unique is that you can answer questions of potential clients who are in dire need of legal assistance. If you put in the work and help the community out by giving your time, conversions tend to scale upward,” he says.

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To his delight, Nathan finds that the more he engages with Avvo's community, the more visibility and contacts he gains.

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“You get what you put into it. The more I do on Avvo and the more I interact with prospective clients, the more contacts I get. If you use Avvo to its full potential, people will flock to your profile. They will contact you,” he says.

“I have multiple ‘Clients' Choice' and ‘Top Contributor' awards from Avvo that I am very proud of. Avvo gives you the opportunity to give freely. As a result, you get business back, and the opportunity to help all at once. It is extremely rewarding,” he adds.

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Results

40% of all major clients through Avvo

Nathan has been advertising on Avvo for five years. In that time, he's been able to use the platform to substantially build his legal practice. **Every month, 3–6 new clients—including 40% of all of his major clients—find his firm through Avvo.**

Nathan says that he's capable of converting between 35–40% of contacts into new clients, but that would be **3x more work than one solo practitioner could handle.**

With Avvo, he has the freedom and flexibility to choose the cases that most closely align with his practice areas.

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Nathan now receives an average of 150 profile views a day. Those views can be from the sponsored directory listing, his profile, or the answers that he freely contributes. In just one day, he receives around 80 views on his answers alone.

By proactively connecting with people via the Avvo platform and making himself available to people who reach out and ask questions, Nathan says that he's able to convert over 4,000 monthly views into a steady caseload that he can scale up or down depending on his workload that month.

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“My favorite moment in the day is when I get a message from Avvo and it's a prospective client—they noticed my profile and they want to chat. I always respond to those messages; it's up to me, as the attorney, to reach out and try to form that connection,” he says.

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The strategy works so well for him that he now recommends it to other attorneys. If they are willing to invest the time to answer questions on Avvo, he knows it will have an impact.

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“Any attorney who’s starting out should create a profile on Avvo as a primer for their practice. You need it: socially, to get the word out. Professionally, to interact with prospective clients and start becoming a highly sought-after problem solver. Competitively, to learn about your opposition and their level of engagement and establish referral agreements with those who can help the clients you cannot,” Nathan says.

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Nathan is now expanding his focus to include cryptocurrency counsel. He and his Account Manager are repositioning his firm to reach people in this new technology-based practice area and he is already receiving calls from new contacts in this practice area.

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Get all the insights you need to create effective advertising campaigns.

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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.

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