

OUR CLIENT:

500-attorney law firm headquartered in Boston with multiple offices across the country



451 joined the professional networking site LinkedIn on its client's behalf and created groups for attorneys who specialize in the same areas as the firm. Through the groups, 451 started and participated in discussions and responded to questions pertaining to legal services, new legislation, and industry trends.

CAMPAIGN OVERVIEW:

A mid-size law firm that provides a wide range of legal services hired 451 Marketing to develop and execute a business lead generation campaign. 451 Marketing successfully leveraged cutting-edge, "inbound marketing" techniques to complement traditional PR outreach efforts to increase new business leads for the firm.

APPROACH:

451 worked with the law firm to create engaging, online content of strategic value to the firm's prospective clientele. Specifically, 451 developed whitepapers, webinars, electronic newsletters, and keyword rich copy for the firm's website. All of the content created positioned the law firm as a legal thought-leader in a number of practice areas, including real estate and construction, financial services and insurance, energy and clean energy, and biotechnology. The whitepapers and webinars were developed to help prospective clients better understand legal, regulatory and business problems, as well as establish the law firm as an expert resource. Topics included: "Insolvency and limiting personal liability in tough economic times," "Massachusetts green legislation limits factory emissions," "New and expanded tax incentives for renewable energy."

To capture the contact information of the prospective clients interested in these resources, 451 created multiple website landing pages that required prospects to submit their name, e-mail address, and company in order to download the content. 451 later presented prospects' contact information to the law firm as qualified business leads.

In addition to creating these educational resources, 451 designed and wrote copy for e-newsletters on behalf of the law firm, so that the firm could easily maintain and strengthen its relationship with existing clients. 451 also optimized the copy of the law firm's website for search by executing a strategic search engine optimization (SEO) campaign. By saturating the copy with keywords and links, 451 elevated the organic ranking of the law firm's site in search engine results.

To raise awareness for its client's services and promote the whitepapers, 451 executed a search marketing campaign. 451 identified popular, law-related search terms and created pay per click (PPC) ads tailored to the firm's services. These ads appeared to the right of search engine results and on sites in the Google content network. Web users seeking counsel who clicked on these ads were taken to service-specific, lead-capture landing pages.

To extend the law firm's online presence and increase its chance of being considered for business opportunities, 451 joined the professional networking site LinkedIn on its client's behalf and created groups for attorneys who specialize in the same areas as the firm. Through the groups, 451 started and participated in discussions and responded to questions pertaining to legal services, new legislation, and industry trends.

To complement online marketing efforts, 451 reached out to journalists at law publications such as *Massachusetts Lawyers Weekly* and pitched the firm's partners as experts on various legal issues. As a result, several attorneys were quoted extensively in leading, industry print publications.

# 70%

of the law firm's new business leads were generated from 451 "inbound marketing" campaign in a 6 month period

## RESULTS:

In a six month period, 451's "inbound marketing" campaign generated 70% of the law firm's new business leads. On average, our client now receives two new business leads per week. Within the first three months of working with 451, the law firm acquired three new clients and earned over 150K in billings.

The conversion rate of the PPC campaign ranges from 1% to 15%, depending on search term.

The conversion rate of the service-specific landing pages ranges from 10% to 65%, depending on search term.

**451** MARKETING | THE LEADER IN NEW MEDIA COMMUNICATIONS

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