



# About the Client:



THE LAW CENTER

## The Law Center:

As an online resource hub for individuals seeking trusted legal services, resources and information, The Law Center helps personal injury victims across the United States connect with expert personal injury lawyers in their respective state to not only guide them through their case, but get them the fair compensation they deserve.

The Law Center has connected thousands of individuals across the US connect with useful information regarding pharmaceutical drugs, recalls, defective devices, car accidents and more, as well as connect personal injury lawyers with qualified leads to reduce reliance on referrals alone.

“**These guys are bad ass, I trust them completely and they’re doing a great job for us.**

*- Alan Holcomb, Partner at The Law Center*

**Industry:**

Legal

**Location:**

United States

**Services:**

Digital Marketing

*SEO*

*Paid Search*

*Content Creation*

*Social Marketing*

*Lead Generation*

*Public Relations*

*Website Development*

*Email Marketing*



EMERALD  
DIGITAL

# The Challenge:



## Generating Qualified Leads for The Law Center and Its Partners

At the start of The Law Center campaign, Emerald Digital was challenged with the task of taking a newly developed idea with zero brand establishment and turning it into a lead generating platform for all of its partner firms.

Doug Moore, Founder and CEO, knew he needed the help of a full-service digital marketing agency to provide multiple digital strategies that would not only develop and create the platform through which leads are converted for The Law Center, but also implement digital processes that track and record each and every lead in real time. The Agency tracked each lead as it made its way through an internal vetting process. The lawyers were then informed at what stage each lead was to ensure efficiency throughout the entire process.

In the battle of finding qualified leads for each of its partner firms and competing with thousands of personal injury lawyers online with a tight timeline, The Law Center knew Emerald Digital was the right agency to implement multiple digital strategies that work together to create results they need.

**“ Not only is Emerald doing a great job, but they’re easy to work with!**

*- Alan Holcomb, Partner at The Law Center*



# The Solution:



## A Full-Service Digital Marketing Agency with Proven Success

When Doug Moore first met Matthew Berman, president of Emerald Digital, they spent hours flushing out the details of Doug's big idea for The Law Center. It was through a thorough conversation and ideation session that Doug decided Matt and his team of digital marketers were the best team to trust with his dream project.

After understanding how varying digital marketing strategies, such as captivating social and digital ads, SEO and PR, all of which allow users to identify their legal needs and lawyers to connect with those in need, Doug and his team placed their trust in Emerald Digital to implement and deploy a multi-pronged strategy. This process involved the creation of an expansive website with chatbots, pop-ups and lead-capturing forms, captivating content to grab readers' attention, and ads that directed prospective clients to specific pages. The ad strategy consisted of social ads with multiple target markets and geo-fences, remarketing ads, video and infographic ads, AMP and display ads, and conversion optimized landing pages. This multi-pronged plan not only reaches the right individuals and creates immediate cases for The Law Center partners, but also casts a wide net online, driving traffic for the site as a whole.

Emerald's expert team of digital marketers diligently created branded social and digital ads and carefully curated varying target markets to aid in creating immediate cases and conversions for The Law Center and its partner firms.

The Result: A brand that utilizes every social and digital avenue to drive conversions and create immediate cases.

# The Result:



## A Brand Receiving Over 30 Qualified Case Leads Per Day

Since starting with Emerald Digital in March 2020, The Law Center has continued to expand and reach new goals. Not only has The Law Center become a fully-functioning platform providing resources to personal injury victims, but it has utilized social and digital marketing to its advantage, creating over **5K qualified leads** in just six months, that's over 30 qualified case leads per day.

Of the qualified case leads coming in, The Law Center has also seen over 84% of leads come through from digital advertising, while just over 10% have come in directly from The Law Center website, due in part to our search engine optimization efforts, optimized content creation and landing page creation. Additionally, of the qualified case leads, over 83% came from online form submissions, which lends itself to the fully-online social climate we're in, while over 11% came from a direct call line.

Now, The Law Center is planning for the future and looking to expand its partners with law firms across the country, ramping up digital marketing efforts in the process to become a premier platform for personal injury victims in the United States and case generator for personal injury lawyers.

**“ These guys are the best I've seen in my 25 years of practice. Warren H. Cohn and Matthew Berman are on the cutting edge of their field.**

*- Anthony Russo, Partner at The Law Center*



**Is your lead generation strategy  
creating immediate conversions?  
It should be.**

Emerald Digital offers strategic social and digital marketing plans that work to move the needle forward for your business.



**CONTACT US**