

Case Study



Market Research- Antitrust no-poach agreements

By Wizzy Research

The Brief

Company: Co-Counsel Partnership **Industry:** Legal Service **Challenge:** Co-Counsel Partnership launched an investigation examining an allegation of collusion between a prominent aerospace company and competitors involving an agreement to refrain from hiring each other's engineers over the past five years. **Solutions:** In 2021, Co-Counsel Partnership partnered with Wizzy search to develop and implement a nationwide outreach strategy focused on informing potentially laid off engineers about their legal rights and available resources.



Pre-Marketing Performance

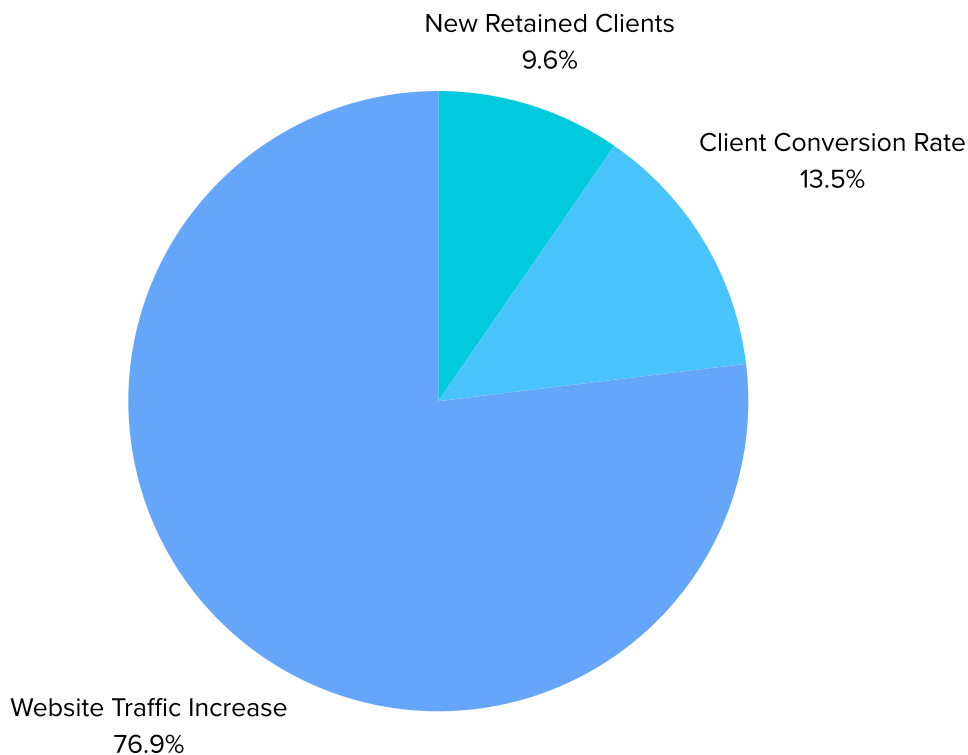
1. Limited nationwide brand awareness
2. Difficulty attracting clients seeking specialized legal expertise

The Process (Marketing Services and Initiatives)

1. **Audience Segmentation:** Leveraging demographics, industry data, and online behavior, we pinpointed 6 aerospace manufacturers within the desired sectors across 17 states.
2. **Targeted content creation:** We crafted unique email and direct mail content addressing the investigation.
3. **Multi-Channel Outreach:** Executed a coordinated campaign, sending 35 targeted emails and 35 personalized direct mail pieces per company for maximum reach and impact.

The Results In One-Month

1. **5 new retained clients within one month:** A 7% client conversion rate, signifying a significant improvement over previous efforts.
2. **40% increase in website traffic:** Increased brand awareness and interested from potential clients.
3. **3x more qualified leads:** Targeted messaging attracted companies with genuine legal needs.
4. **Data-driven insights:** Insights from the campaign helped refine future marketing strategies for even better results.



Key Learnings:

1. **Targeted messaging is crucial:** Understanding your ideal client and their needs is essential for attracting qualified leads.
2. **Website optimization matters:** A user-friendly and informative website converts visitors into leads.
3. **Data is your friend:** Track key metrics and analyze results to continuously improve your marketing efforts.

Conclusion

This case study highlights the power of a data-driven, targeted marketing approach in the legal industry. By understanding their ideal clients, optimizing lead capture landing pages, and continuously refining their strategies, the firm achieved remarkable results. These key learnings are valuable for any legal firm seeking to enhance its lead generation and client acquisition efforts

- **Tailor your message to your audience:** Deeply understand your ideal client's needs and tailor your communication accordingly.
- **Optimize your websites/ lead capture landing pages for conversions:** Ensure a user-friendly experience that seamlessly guides visitors towards becoming leads.
- **Embrace data-driven decision making:** Continuously track and analyze key metrics to optimize your marketing efforts for maximum impact.

Reach Out

Wizzy search offers customized solutions to fit your specific budget and needs. We encourage you to contact us for a free consultation to discuss your project and receive a personalized quote!

Point of Contact

Research Department

Phone

800-503-8979

Email

research@wizzysearch.com