

# Case Study



Growth with Targeted Marketing

*By Wizzy Research*

## The Brief

**Company:** A California Employee Advocate Law Firm **Industry:** Legal Services **Challenge:** California Employee Advocate Law Firm had experienced consistent growth over its first 11 years, signing an average of 10 case per year. However, they recognized the need to accelerate their growth and explore new avenues for reaching potential clients. **Solution:** In 2021, California Employee Advocate Law Firm partnered with Wizzy Search to develop and implement a comprehensive marketing strategy focused on generating new business leads.



## Pre-Marketing Performance

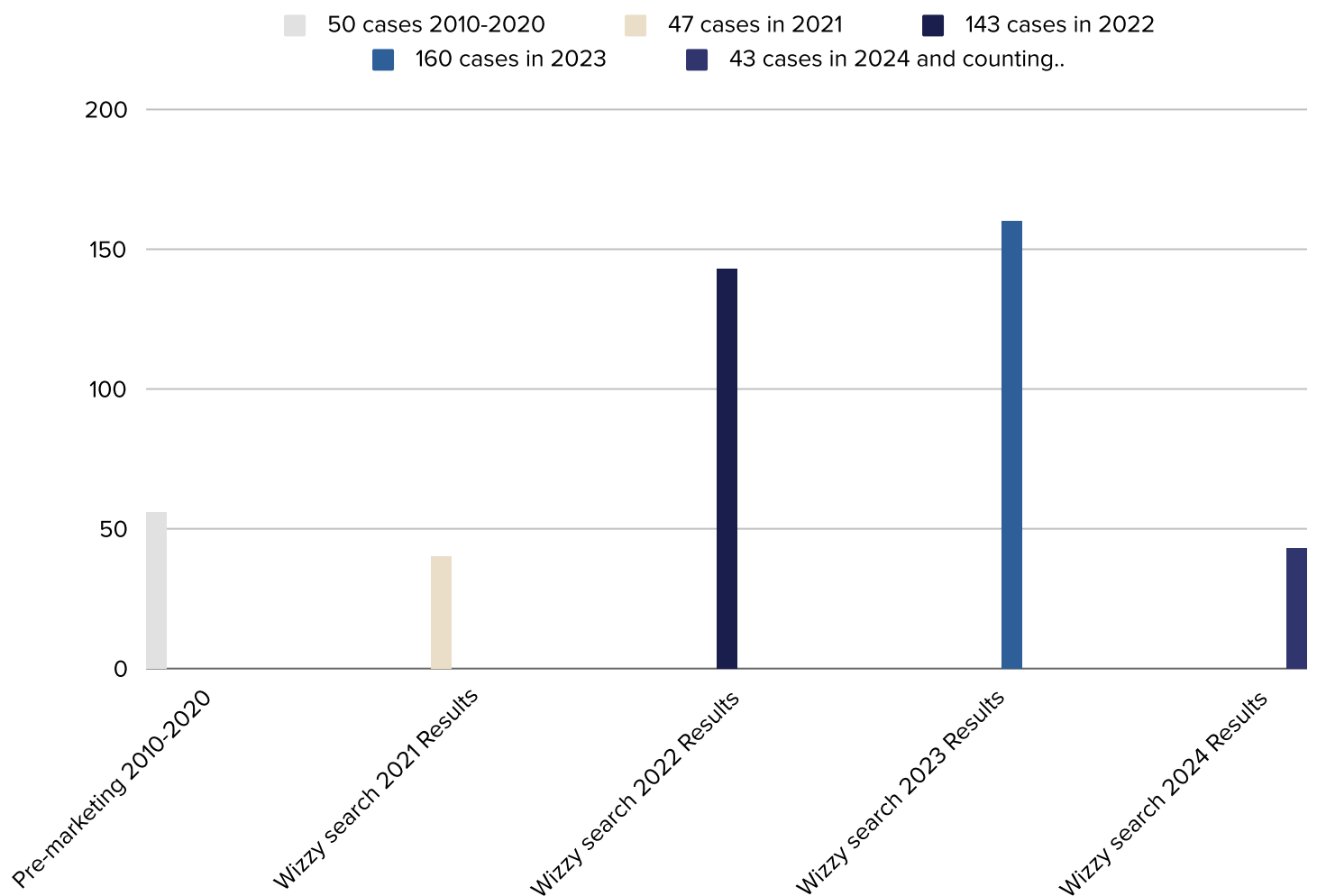
1. 50 cases signed from 2010- 2020 (5 cases per year on average)
2. Steady but limited growth
3. Limited brand awareness and reach

# The Process (Marketing Services and Initiatives)

1. **Data-Driven Ad Campaigns:** Utilize ideal audience analysis, digital insights & paper power research to identify relevant audiences.
2. **Content Marketing Strategy:** Creating legal awareness posts, newsletters, and other content to attract and engage potential clients.
3. **Lead Generation Campaigns:** Implementing email marketing campaigns and landing pages to capture qualified leads.

# The Results

1. **350 new cases retained in three years.** A dramatic increase compared to the pre-marketing average.
2. **Significant growth in brand awareness and online visibility:** Increased website traffic, social media engagement, monthly newsletter subscribers and client referrals.
3. **Improved lead quality and conversion rate:** Targeting the right audience resulted in more qualified leads and higher closure rates.



# Key Takeaways

1. **Strategic marketing can significantly boost growth:** Wizzy search's targeted marketing approach helped a California Employee Advocate Law Firm achieve exponential growth, exceeding their expectations.
2. **Reaching the right audience is crucial:** By focusing on the specific needs and interests of their ideal clients, the law firm attracted more qualified leads and converted them into clients.
3. **Data-Driven decision making is key:** Utilizing data and analytics to track campaign performance and adjust strategies allowed for continuous improvement and optimization.

## Conclusion

1. Partnering with Wizzy search proved to be a transformative decision for California Employee Advocate Law Firm. Their targeted marketing initiatives unlocked new growth opportunities, significantly increased brand awareness, and solidified California Employee Advocate Law Firm as a leading advocate for California workers.

## 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