

A man in a dark suit and patterned tie is seated at a desk, looking down at a document he is holding. He is holding a blue pen in his right hand. The desk is cluttered with papers and a calculator. In the background, there is a computer monitor, a small figurine, and some framed certificates on the wall.

# 16 Law Firms Tap Ad-Apt to Launch or Scale Their Client Acquisition Strategies

The Legal Case Study

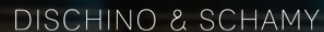
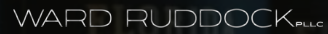
Similar Projects:  
See our other legal projects

Prepared by:  
DerekEngelke  
[help@ad-apt.com](mailto:help@ad-apt.com)  
Ad-Apt

ad-apt

# About

These select Law Firms operate in the South Florida market - with each focusing on a specific legal specialty. From personal injury to pro-bono these attorneys cover the entire spectrum of legal services.



# The Problem

These legal businesses faced a variety of digital marketing challenges specific to law firms. Some needed new websites, while others needed consistent content marketing strategies to help them with SEO.

- Many law firms struggled with lead generation, as they found it difficult to attract and convert potential clients online.
- Certain firms needed to implement content marketing strategies to reach a wider audience and engage with their existing clients.
- Firms also required help in using software to improve customer journeys and marketing effectiveness.

# The Solution

Ad-Apt delivered a suite of services customized for each attorney's project, primarily focused on the infrastructure needed to succeed with legal marketing. Ad-Apt helped with branding, web development, content, social media, photo/video production and an efficient overall strategy to help these firms win online.

## **WEBSITE DEVELOPMENT**

Designing, creating and hosting a website for the business.

## **BRANDING**

Developing a professional set of brand assets, messaging and guidelines.

## **CONTENT MARKETING**

Using content to boost your brand awareness, sales, reach, interactions, and loyalty

## **SEO**

Driving more targeted search traffic and opportunities to convert prospects into customers.

## **MARKETING AUTOMATION**

Using software to improve customer journeys and marketing effectiveness.

## **MEDIA PRODUCTION**

Creating videos and photography to help improve sales through marketing.

# The Results

Improved Client Acquisition Volume, Better Search Engine Results, Improved Reviews/Reputation, Brand Recognition, Social Media Engagement, Operational Efficiency

↑ 18+

**NEW WEBSITES CREATED**

↑ 100+

**NEW PAGES AND BLOG POSTS**

↑ 500+

**NEW PAGE ONE RANKINGS**



**CUSTOM BUILT  
WORKFLOWS AND BUSINESS  
SYSTEMS IMPLEMENTED**



**6+ PHOTOSHOOTS  
AND VIDEO SESSIONS**



**PROFESSIONAL BRAND  
+ GUIDELINES DEVELOPED**



Deliverable:

# Website Development

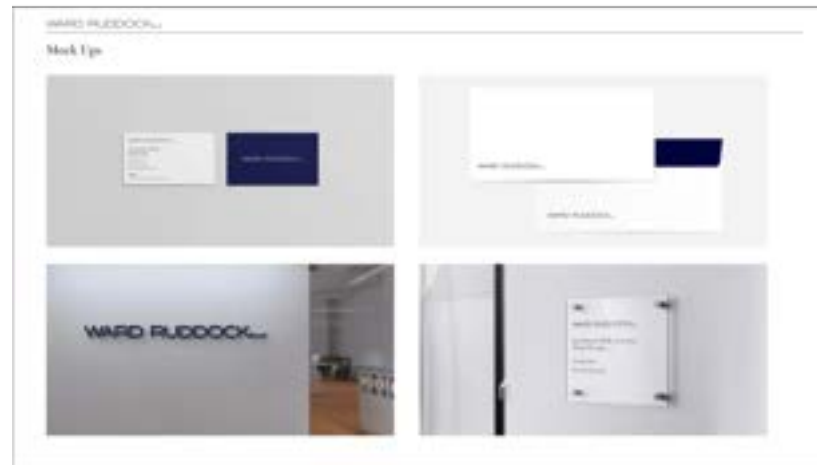
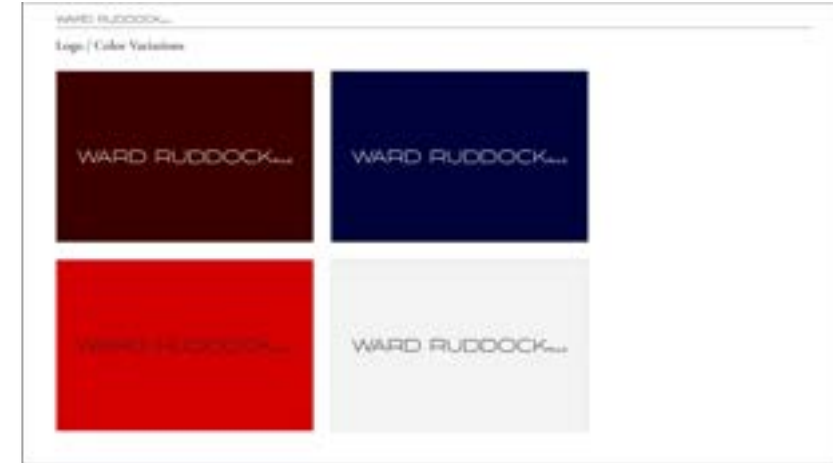
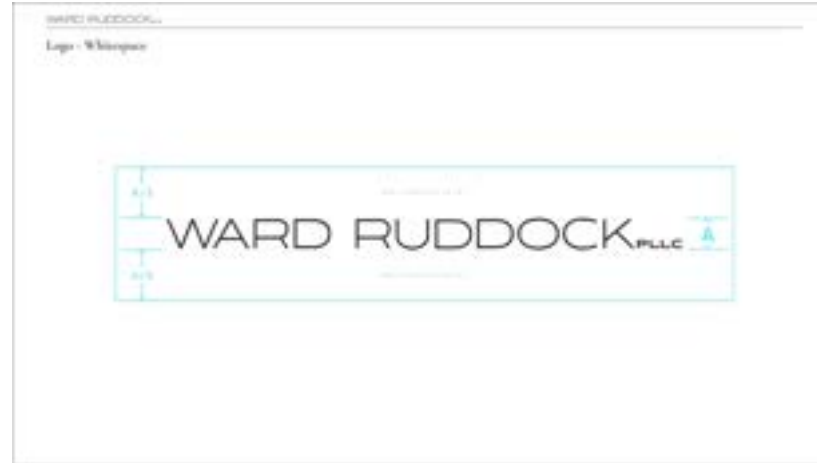
Ad-Apt created entirely new web experience for the law firms. These new websites facilitated the SEO, Paid Media and CRO strategies and improved marketing conversions across the board.



Deliverable:

# Branding

Ad-Apt created and completed branding kits for these multiple law firms . The logo, usage, voice and other attributes were developed and deployed across multiple channels.



Deliverable:

# Content Marketing

Ad-Apt developed new pages and assets for the websites to facilitate a higher conversion rate for each new website visitor. These landing page and CRO strategies were deployed to support all marketing channels.

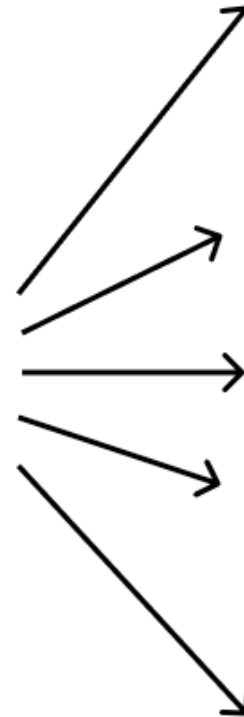




Deliverable:

# Marketing Automation

Ad-Apt conceptualized and produced marketing automation which migrated prospects through the conversion funnel with meaningful content and sales collateral.



Deliverable:

# SEO

Ad-Apt produced numerous content pieces, all surrounding their targeted keywords. This content and SEO strategy delivered increased rankings for the entire keyword set - with several page one rankings.



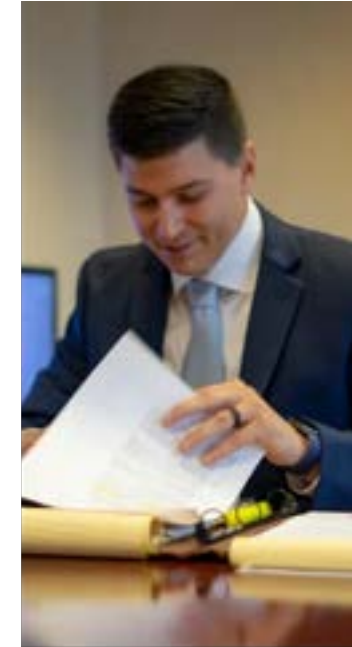
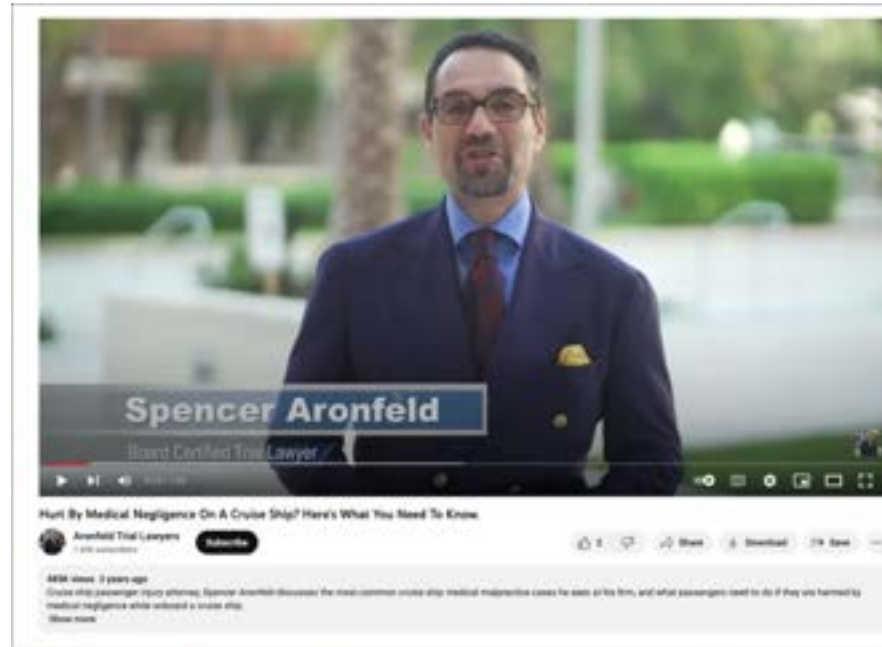
QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages: 1					
				↓ Clicks	Position
https://www.aronfeld.com/told-publishers-its-one-of-the-best-cruise-ships/				15,400	4.7
https://www.aronfeld.com/how-often-to-go-from-gulf-breeze/				1,301	10.1
https://www.aronfeld.com/				840	22.4
https://www.aronfeld.com/liability-of-co-signers-after-an-auto-accident/				542	37.8
https://www.aronfeld.com/the-most-dangerous-cruise-ship-parts-in-the-world/				334	23.0
https://www.aronfeld.com/hollywood-florida-medical-malpractice-attorney-bad-medicine-the-butcher-of-south-beach-by-miami-magazine-for-foreside-malpractice-legal/				194	26.9
https://www.aronfeld.com/man-overboard/				149	47.1
https://www.aronfeld.com/woman-thrown-from-top-deck-of-royal-caribbean-cruise-ship-prompts-murder-investigation/				130	21.8
https://www.aronfeld.com/using-royal-caribbean-motorcycle-excursion-accident-case-in-st-martin-dismissed/				119	30
https://www.aronfeld.com/practice-announces-ship-injuries/using-caribbean-cruise-ship/				102	24.3

Rows per page: 10 | 1 of 1000

Deliverable:

# Media Production

Ad-Apt developed, shot, edited and organized various media assets for digital marketing (Photography, Videos).



*""My whole internet marketing world changed after I used Ad-Apt. I literally trust them with my life and there is no one else I would want helping me online.""*

Spencer A. , Lawyer  
Aronfeld

**Better marketing performance is possible.  
Are you ready to get started?**

**GET YOUR FREE MARKETING PLAN**

If your project needs help with marketing send an email to [help@ad-apt.com](mailto:help@ad-apt.com) or give us a call at (855) 682-3278.

**ad-apt**