



# How Digital Presence Marketing Created 3,000 New Law Firm Clients

## Alexander Law Group, PLC CASE STUDY

*Targeted advertising pays off big for securing mass tort clients.*

### About Alexander Law Group, PLC

A personal injury law firm with over 20 years of demonstrated success helps their clients obtain the full value for their injuries and property damage claims. The firm's attorneys are rated among the best lawyers nationwide by both peers and those they serve.



“Advanté-BCS worked with us to expand our digital marketing to reach potential plaintiffs for select mass torts. Along the way, they also assisted with solutions for digital document signing that allowed us to streamline our client intake processes. Their team is quick to respond to support requests and act on new opportunities, and their efforts have helped us secure 3,000 new clients. They are a valuable part of our ability to secure clients.”

**Emmet D. Alexander**  
Founder | Alexander Law Group

### Reaching Targeted Users Through Digital Advertising

Alexander Law Group sought to expand their marketing to reach potential plaintiffs for mass tort filings. Although similar to a class action suit, plaintiffs in mass torts are treated as individuals, and cases are examined on a case-by-case basis.

After studying how other law firms were marketing services, Alexander Law Group decided to use mass media to reach potential plaintiffs. Although partnering with other firms and agencies to advertise was an option, the firm's experience and expertise with mass torts is best represented independently.

### Previous Efforts Did Not Yield Results

Local television advertising for core personal injury attorney services proved to be extraordinarily costly and did not produce the needed ROI. Contracted with an agency specializing in TV ads for lawyers, these efforts were stopped after being given ample opportunity to deliver results.

Working with a lead generation agency that targets Facebook users also proved ineffective for producing quality mass tort plaintiffs. The “shared” leads were not the quality potential plaintiffs that the firm was seeking.

### Implementing Multiple Digital Touchpoints

Alexander Law Group approached us about expanding their Digital Presence Marketing services to also include marketing mass tort cases.

After working on the initial project discovery, we designed a comprehensive Google Ads campaign to target mass tort plaintiffs. This included new ad copy, creatives, landing pages, and campaigns to target specific users online. Matching campaigns were later designed for Facebook and Instagram as well.

Alexander Law Group identified a heavily-trafficked niche website that had great potential to reach plaintiffs for one of the targeted mass torts. Rather than buying ads directly from the publisher at impression rates, our team suggested using Google Ads to place ads on the website with substantial cost savings.

The niche website also had the ability to deliver email blasts directly to their 2.5 Million subscribers. That approach proved very effective in securing potential plaintiffs at an attractive spend rate.



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## Connecting To Thousands Of Potential Plaintiffs

With detailed reporting on the success of individual campaigns, the firm is able to allocate marketing budgets to maximize their ROI. Some cases have produced steady and reliable potential plaintiffs numbering in the hundreds on a month-after-month basis.

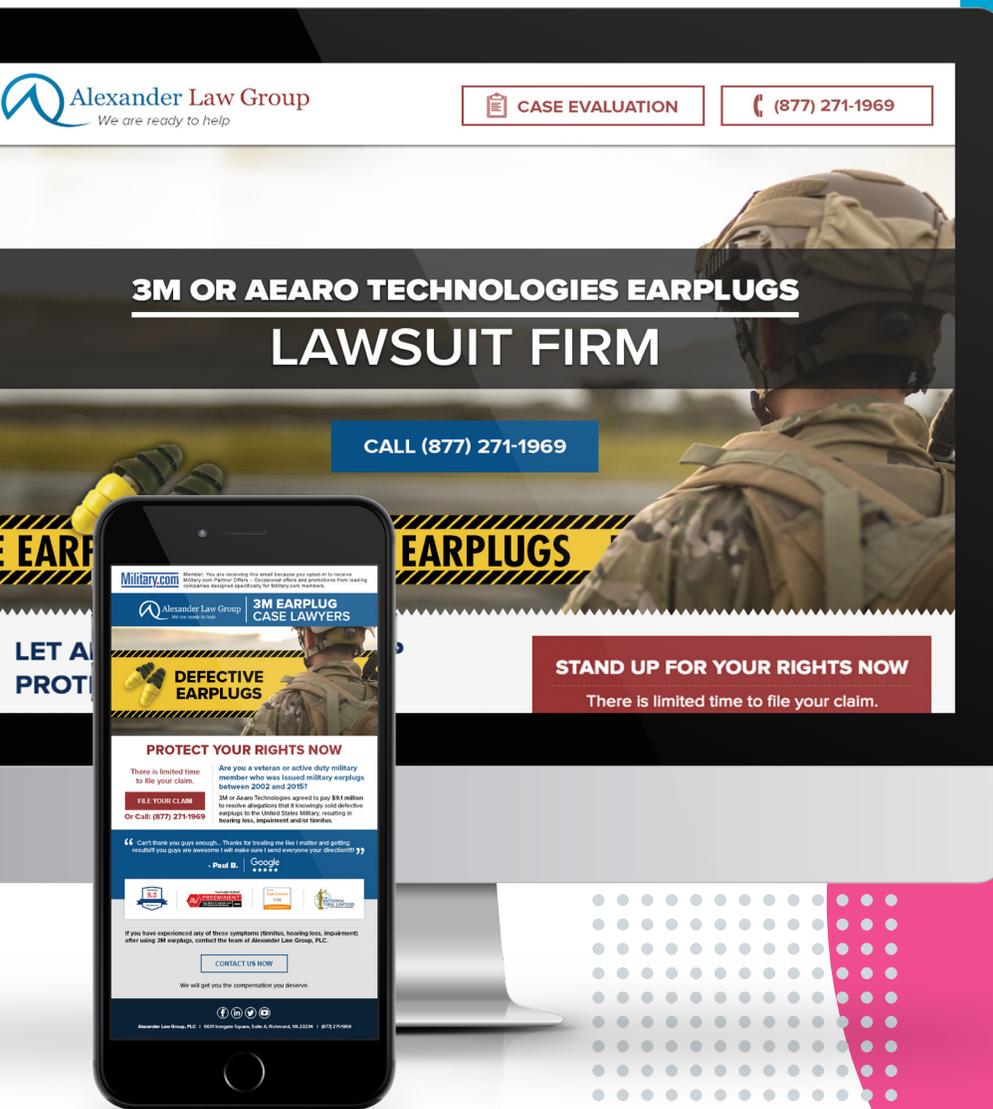
Two years into the increased marketing efforts, Alexander Law Group has secured over 3,000 new mass torts plaintiffs. With this success, the firm is able to expand its mission to advocate for their clients in their time of need.

Ad campaigns starting in January 2019 have generated:

**29 Million** Targeted Impressions  
and Over **33,000** Clicks

**15 Million** Targeted Impressions  
and Over **2.5 Million** Reached

Over **3,000** new clients



“Looking back over many years of working with Emmet Alexander brings warm thoughts of the business relationship and friendship we’ve enjoyed. We were introduced by a mutual business partner in 2009, and we helped move his website from a “bundled” solution provider to a custom design for his firm. Emmet is one of the hardest-working people I know and a model for serving others. It’s been a pleasure to work together to innovate new ways to market his services in today’s diverse digital mediums.”

**Frank Petrov**  
Founder | Advanté-BCS

