

MARK L. KARNO & ASSOCIATES, L.L.C.  
CHICAGO, IL

## CASE STUDY

**Mark L. Karno & Associates, L.L.C.**  
CHICAGO PERSONAL INJURY LAWYERS

**FIRM:** Mark L. Karno & Associates, L.L.C.

**YEAR FOUNDED:** 1994

**SIZE:** 6 attorneys

**ACCOLADES:** 2009-2017 Super Lawyers selectee

**SCOPE AND SERVICES:** Motor vehicle accidents, nursing home abuse, premises liability, workers' compensation, medical malpractice

**MARKETING SOLUTIONS:** Mobile-optimized website, pay-per-click advertising, FindLaw.com lawyer directory, SuperLawyers.com directory, LawInfo.com directory, social media promotion

Mark Karno partnered with FindLaw several years ago to host his firm's website and provide exposure on the FindLaw.com lawyer directory. As occasionally happens, Mark was courted by another marketing provider, only to realize that his best bet was back with FindLaw.

Mark came back to FindLaw because of our proven ability to evolve and stay ahead of marketing trends. Karno & Associates' current integrated marketing solution has impressed Mark with its ability to be regularly tweaked and optimized to reflect changing consumer behaviors.

"AFTER LEAVING FINDLAW, MY CALL VOLUME DROPPED DRAMATICALLY. I QUICKLY REALIZED THEY KNEW LEGAL CONSUMERS BETTER THAN ANYONE ELSE AND I NEEDED TO GET BACK WITH THEM."

- ATTORNEY MARK KARNO



## THE SITUATION

Three years ago, Mark Karno chose FindLaw to market and promote his Chicago law firm. His firm employed a variety of services including a website and presence on the FindLaw.com lawyer directory. Like many attorneys, Mark was often approached by different marketing firms trying to win his business. Among their arguments, FindLaw's alleged inability to represent him fairly while also serving competing law firms in his area. Eventually, all that noise made an impact.

Mark signed on with an out-of-state company claiming the ability to place his site on the first page of search results. He let the process play out and waited to see if the company could deliver on their promise. Unfortunately, as time passed it became clear that the new marketing company wouldn't be able to follow through on their end. Mark faced a tough decision: Stick with something that wasn't working, or risk yet another move to yet another vendor.

Through this process, Mark maintained his presence on the FindLaw.com lawyer directory. Mark also kept in touch with his FindLaw representative, receiving updates on the performance of his listing. During this time, Mark also had a chance to read the FindLaw white paper, *The Futility of Chasing Silver Bullets* – a fitting bit of content given its thesis: that focusing on first-page search results is not the best strategy for law firms.

After spending significant time and energy moving his marketing to another vendor, Mark was rewarded with poor results and false claims. The grass was not greener on the other side. Eventually, Mark took another look at FindLaw. It turns out our network of legal clients had been an asset, not a liability. He realized that by exclusively serving law firms, FindLaw had been putting a vast amount of industry knowledge to work for him. Faced with another hard choice, Mark made the move back to FindLaw for the good of his business.

## FINDLAW SOLUTION

Change is constant, and during Mark's break, the world of internet marketing reflected this truth. Coming back to FindLaw meant an opportunity to update his firm's marketing to reflect a new marketplace. Mark's solution still includes a website, of course, but it also features a variety of programs and tactics optimized that keep Karno & Associates in front of their best prospects. Mark's new strategy consists of:

- **Flexible Marketing** – As digital marketing becomes more complex, FindLaw has simplified things by offering marketing choices that respond to change. Mark's current integrated marketing program allows for adjustments to be made without needing to stop and start specific services.
- **Pay-Per-Click Ads** – Organic search still matters to Mark, but paid search ads are now an important piece of his overall campaign. Not only do they get his firm in front of more people, they appear in multiple locations within a single search results page. The kind of visibility and prominence is what Mark was looking for all along.
- **Content Promotion on Social Media** – FindLaw creates custom blog content for Mark Karno & Associates on an ongoing basis. For each new post, Mark benefits from a paid social media promotion campaign that places his content in front of more potential clients.

"MY BUSINESS TOOK A HIT WHEN I LEFT, BUT THINGS ARE ALREADY IMPROVING AFTER ONLY A SHORT TIME BACK WITH FINDLAW."

- ATTORNEY MARK KARNO

## RESULTS

Mark came back to FindLaw because he knew it would result in more leads for his firm and he's already been proven right. The process hasn't been without its challenges, however. Karno & Associates has seen a drop in overall website traffic since leaving and returning, but that's to be expected when a website changes hands.

It might take some time for Mark to achieve the traffic performance of his previous FindLaw website, but he's on his way. Traffic on the new website is already starting to show growth. Mark knew making this switch back would require some time and patience to get back to previous traffic levels, but he's certain he has the best possible marketing partner to help him continue driving business to the firm.

**10%** 1 in every 10 new clients can be directly tied to the marketing campaign with FindLaw.

**5x** A renewed focus on fresh content has resulted in five times more traffic to blog pages compared to the previous FindLaw program.

Source: Omniture SiteCatalyst

## ABOUT FINDLAW

At FindLaw, we partner with you to provide legal marketing solutions that effectively attract, engage and connect you with potential clients. Simply put, we find clients with a legal need and put you in front of them.

To learn more about how FindLaw can help your firm, please call **866.44.FINDLAW** or visit **LawyerMarketing.com**.

