

PIETRUCHA LAW FIRM, LLC
DOWNERS GROVE, IL

CASE STUDY



FIRM: Pietrucha Law Firm, LLC

LOCATION: Downers Grove, IL

YEAR FOUNDED: 2014

SIZE: Three attorneys

SCOPE AND SERVICES: Employment Law: discrimination, FMLA violations, maternity leave challenges, ADA violations, racial discrimination, severance pay and union disputes

MARKETING SOLUTIONS: FindLaw.com lawyer directory; Premium Profile; Directory TopSpot

Cynthia Pietrucha took a gradual approach to starting her law firm and building a stream of business. She tried a few different types of advertising as she started to grow her law firm, but didn't see the traction she wanted from many of her efforts. When the pressure was on to drive more traffic, Cynthia decided to partner with FindLaw and get exposure on the FindLaw.com lawyer directory.

The Premium Profile and the geographically-targeted Directory TopSpots have proven to be the perfect avenue for Cynthia to get in front of legal consumers. Her phones started ringing so much she was able to add additional staff to help with the intake process, allowing her to focus on her clients and their needs.

"MY LISTING ON THE
FINDLAW DIRECTORY GAVE
AN IMMEDIATE BOOST IN
POTENTIAL CLIENTS
CONTACTING MY FIRM."

- ATTORNEY CYNTHIA PIETRUCHA



THE SITUATION

Cynthia Pietrucha decided to be an employee rights advocate after both experiencing discrimination herself and witnessing firsthand the conditions of American factories along the U.S./Mexico border.

Pietrucha Law Firm started in 2014 as a general practice firm when Cynthia started taking some employment law cases pro bono to gain experience. But at this time, she still had a non-attorney full-time job that allowed her the flexibility to ease into the legal profession. After building a website in 2015, more cases began to trickle in. A year later Cynthia quit her non-attorney job and took the plunge as a full-time attorney.

Only a couple of months after this big change, Cynthia wanted to boost her business and continue to grow her firm. So she got in touch with the FindLaw consultant who had shared with her the power of online advertising and the option to start promoting her firm on the FindLaw.com lawyer directory.

Within the first couple of months on FindLaw.com, the increase in call volume improved so much that she hired additional help in order to handle the client intake process. In conjunction with the influx of calls and emails, Cynthia noticed an improvement in the quality of the leads she was getting, which allowed her to take the ones she was most passionate about.

FINDLAW SOLUTION

Cynthia tried other advertising options prior to FindLaw, and continues to do so, but when the time came for her firm to make a push she turned to FindLaw. She worked with her FindLaw consultant to determine the best place for her firm to maximize exposure that still fit within her budget. Her FindLaw.com directory strategy consists of:

- **Premium Profile:** Because first impressions matter, Cynthia's Premium Profile on the FindLaw.com directory is designed to establish credibility by highlighting her experience and unique expertise. Plus, FindLaw's internet marketing experts optimize all Premium Profiles for greater visibility in search results.
- **Directory TopSpots:** These practice area and geographically-targeted placements put Cynthia toward the top of the list in the categories most important to her firm. She has seen success with this limited-availability placement because it has her positioned in front of legal consumers who are actively searching for lawyers.

"PARTNERING WITH FINDLAW HAS ALLOWED ME TO PICK AND CHOOSE THE CASES I'M MOST PASSIONATE ABOUT" - ATTORNEY CYNTHIA PIETRUCHA

RESULTS

After taking the leap and committing full time to practicing law, Cynthia was worried about having enough cases to succeed. This is no longer a concern because of the incredible success she's had with her FindLaw directory advertising, which she credits with getting her business the jump start it needed.

The campaign took off quickly. Within a few months, her listings on FindLaw.com drove the amount of traffic she needed to build a full caseload. It happened almost immediately and hasn't slowed down since. Most importantly though, it is quality traffic and has allowed Cynthia to be more selective with the cases she decides to take.

4x Call and email volume quadrupled within a month of starting her FindLaw.com directory campaign, allowing Cynthia to hire additional staff to take calls.

10x Pietrucha Law Firm is projecting year-over-year revenue growth of 10x, largely due to increased quality cases driven from the directory listing on FindLaw.com.

25% Traffic continues growing, as overall contacts to the firm have averaged a 25% month-over-month increase.

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**.

