

CHAYET & DANZO, LLC  
DENVER, CO

## CASE STUDY



**FIRM:**

Chayet & Danzo, LLC

**LOCATIONS:** Denver, Edwards and Aspen, CO

**YEAR FOUNDED:** 2002

**SIZE:** 8 attorneys

**SCOPE AND SERVICES:** Elder Law

**SELECTIONS:**

Super Lawyers list 2012-2018

Rising Stars list 2009-2011

**MARKETING SOLUTIONS:** Blog, mobile-focused website, FindLaw Directory, Super Lawyers Premium Online Attorney Profile and Super Lawyers Directory, social media, Google display advertising

"AS THE WORLD OF BUSINESS DEVELOPMENT FOR ATTORNEYS CHANGES, FINDLAW HAS MOST CERTAINLY CHANGED WITH IT."

- ATTORNEY MARCO D. CHAYET



### **FIRM GOAL:** To grow its law firm by differentiating itself in the marketplace and attracting high-quality cases.

For more than 15 years, Chayet & Danzo has prided itself on providing the highest-quality legal services in a cost-effective manner to all their clients. Managing Partner Marco Chayet has laid the foundation for expansion over time through his ethical representation, proven track record and numerous recognitions. At the end of the day, Marco wants his firm to be at the top of Coloradans' minds when an elder law issue comes up.

No longer one of the lone firms in the space, Marco wanted to do all he could to grow his business into the premier elder law firm in Colorado. He worked with his local FindLaw consultant and began to share his vision on where he saw the firm in the coming years. From there, the FindLaw and Super Lawyers teams put together a multi-layered digital strategy built on the firm's strong reputation in the community and willingness to expand.

Fast forward more than 10 years since Marco took that initial meeting with the FindLaw consultant and the firm is thriving. What started out as a small, incremental investment has turned into a robust ongoing marketing campaign centered around being known throughout Colorado.

## FINDLAW AND SUPER LAWYERS SOLUTION

Due to the ever-expanding elder law field, teams from both FindLaw and Super Lawyers knew that to take the firm's marketing to the next level, they needed to diversify their online presence. The approach included:

- **Being Where Consumers Are:** The firm places their brand on both the FindLaw.com and SuperLawyers.com directories, where qualified legal consumers are searching for an attorney. They take this one step further by garnering exclusive top-five placement in the Super Lawyers online attorney directory, allowing the firm to target clients by practice area and geographic location. This aggressive online path led to a more engaged client pool contacting the firm.
- **Priming the Market:** Developing a cadence for blog posts that gives potential clients insight into a particular legal issue has been a significant traffic driver for the firm. Once these posts are published, they are also posted on the firm's social media platforms. As a result, there has been an uptick in people liking and commenting on the posts.
- **Leveraging Accolades:** When it comes to spreading the word about the achievements of the firm, both Facebook and Twitter have been valuable vehicles to tell that story. Whether it's a post on Marco being appointed Chair of the Next Fifty Initiative of Directors or being quoted by the local paper about a particular legal issue, having an established social media presence has kept the firm top of mind.

"OVER THE YEARS, AS I HAVE WORKED TO INCREASE MY PROFESSIONAL COMPETENCIES AND REPUTATION, I'VE ALSO CONTINUED TO INCREASE THE INVESTMENT WITH FINDLAW. MY HARD WORK AND INVESTMENT WITH FINDLAW IS A CRITICAL COMPONENT IN THE MESSAGING OF MY REPUTATION AND ALSO GENERATES THE CLIENTS AND CASES WE WANT TO SERVE."

- ATTORNEY MARCO D. CHAYET

## RESULTS

 **28%**

Website visits have averaged an increase of 28% YOY since 2015, driven by ongoing optimization of online marketing tactics.

**8.6%**

Since teaming with FindLaw social media experts in late 2016, visits from social media account for 8.6% of total website visits, up from 0.3% prior to the social initiative.

## 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**.

