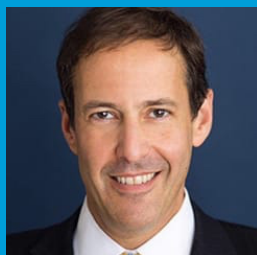


THE LAW OFFICE OF
JEFFREY CHABROWE
MANHATTAN, NY

CASE STUDY



ATTORNEY: Jeffrey Chabrowe

FIRM: The Law Office of Jeffrey Chabrowe

LOCATION: Manhattan, NY

SIZE: Solo

SCOPE AND SERVICES: Criminal Defense

MARKETING SOLUTIONS: Mobile-focused website, FindLaw directory, pay-per-click advertising

"I KNEW I WANTED TO GROW THE FIRM, BUT I WANTED TO GROW AT A RATE I WAS COMFORTABLE WITH. FINDLAW WAS ABLE TO STRIKE THAT BALANCE."

- ATTORNEY JEFFREY CHABROWE



FIRM GOAL: Improve overall quality caseload, without growing so quickly that running the firm takes up more time than practicing law.

With almost two decades of criminal law experience, including seven years as a prosecutor in the Manhattan District Attorney's Office, Jeffrey Chabrowe has experienced countless verdicts on both sides of the aisle. In 2011, he took a leap of faith by founding his New York based criminal defense law firm. For the first five years of the practice, Chabrowe relied solely on word of mouth referrals. He didn't have an optimized website and relied on press clippings from case results to pique interest in the firm.

Chabrowe realized that for the longevity of his firm he needed to bolster his digital presence and continue to grow but at a comfortable pace. As a solo practitioner, he wanted to strike the right balance in his marketing strategy: allowing the firm to prosper but also not take on so much that he would be forced to hire additional staff.

Meeting with his FindLaw consultant, Chabrowe went through a needs assessment process. They discussed where the firm hopes to be in two years and further down the road.

Chabrowe wanted to improve the overall quality of potential clients and gain more white collar cases. With the help of the FindLaw team, the firm launched a multi-layered marketing strategy that focused on expanding the firm's digital footprint to a better suited audience throughout the New York City metro area.

FINDLAW SOLUTION

Starting essentially from scratch in terms of a digital presence, the FindLaw team worked diligently to put together a comprehensive, integrated marketing strategy to get the firm in front of the right legal consumer at the right time. The approach included:

- **Mobile Optimized Website:** Having a professionally-built, dynamic website, constructed to SEO standards and mobile-optimized, led to a significant uptick in visibility for the firm. As criminal defense cases can often be timely, reaching that on-the-go legal consumer was a chief initiative for the firm. The website also serves as a valuable part of the validation process, as potential clients can easily substantiate the firm's track record.
- **Targeting a Higher Quality Client:** The firm placed its brand on the FindLaw.com directory, where qualified legal consumers are searching for an attorney. After seeing an initial surge in legitimate contacts, the firm reinvested by securing exclusive top-five placement. This allowed the firm to target clients by practice area and geographic location.
- **Increased Advertising Presence:** Putting together a series of Google pay-per-click (PPC) ad campaigns that honed in on relevant search terms, Chabrowe's law firm saw an increase in prospects visiting the dedicated landing page. From there, a concerted effort to focus on an easily digestible landing page, built for conversion, has produced more potential clients contacting the firm.

"AFTER MY INITIAL INVESTMENT WITH FINDLAW, I DOUBLED MY ADVERTISING BUDGET TWO YEARS IN. I WAS PLEASED WITH THE CLIENTELE THE MARKETING EFFORTS WERE GETTING MY FIRM IN FRONT OF."

- ATTORNEY JEFFREY CHABROWE

RESULTS

 **61%**

Overall contacts increased 61 percent from year one to year two due to added exposure from the Manhattan criminal defense directory advertisement.

 **50%**

Due to a strategy shift focused on targeting additional cities, the traffic coming from the FindLaw.com directory to the firm's site has increased by 50 percent.



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**.

