

ABRAHAM, WATKINS, NICHOLS,  
SORRELS, AGOSTO & AZIZ

## CASE STUDY



**FIRM:** Abraham, Watkins, Nichols, Sorrels, Agosto & Aziz

**LOCATION:** Houston, Texas

**SIZE:** 14 attorneys

**SCOPE AND SERVICES:** Personal injury

**MARKETING SOLUTIONS:** Blog, mobile-optimized website, pay-per-click advertising, targeted social media, social video, webchat, FindLaw Directory, Abogados Directory, LawInfo Directory, Super Lawyers Premium Attorney Profile

"WE NEEDED SOMEONE WHO HAD THE HISTORY, KNOWLEDGE AND RESOURCES TO INTRODUCE OUR FIRM TO DIGITAL MARKETING. FINDLAW WAS THAT COMPANY."

- RANDY SORRELS, MANAGING PARTNER



### **FIRM GOAL:** To further enhance firm reputation and maintain strong referral relationships.

Abraham, Watkins, Nichols, Sorrels, Agosto & Aziz is the oldest personal injury firm in Houston, founded in 1951 by just three attorneys working out of a small apartment office. Over the years, the firm has continued to expand and take on more business without losing sight of their top priority – cultivating lasting relationships with clients and other area law firms.

Fast forward to 2005, and Abraham Watkins recognized it was time to reach their customers digitally. Working with a unique combination of both individuals and Fortune 500 businesses meant a sophisticated approach to online marketing was critical to not only stay ahead of the competition, but in front of the most qualified audience. Through a multi-layered digital strategy, the firm partnered with FindLaw to further develop their presence in the personal injury market.

While much has changed in the last seven decades, Abraham Watkins' distinguished reputation in the industry remains steady. Despite growing competition, the firm continues to lead the industry through a targeted, thoughtful and collaborative marketing approach with the help of FindLaw.

## FINDLAW SOLUTION

Throughout the last 14 years, Abraham Watkins' firm leadership and marketing director have worked closely with FindLaw to both heighten brand awareness and maximize their exposure around the Houston area. Their key priorities included:

- **Targeting the Right Leads:** To reach the most qualified audience, Abraham Watkins and FindLaw focused on creating high-quality and frequent blog content, helping increase engagement on their social media platforms and drive traffic to the website.
- **Spreading the Word:** Its targeted pay-per-click strategy put Abraham Watkins' name in the right place when it mattered most, boosting site visits directly from search engine results pages, as well as contacts to the firm.
- **Reinforcing its Status:** Through multiple directory listings and Super Lawyers accolades, the firm has continued to highlight their proven track record and credibility to both their large client base and referral network.

"OUR RELATIONSHIP WITH FINDLAW IS EXTREMELY COLLABORATIVE. THE TEAM KNOWS US AND KNOWS OUR STRATEGY. PERSONALLY, I WORK REALLY CLOSELY WITH THE FINDLAW TEAM TO STAY ON TOP OF THE LATEST TRENDS, AND WE'RE ALWAYS LOOKING FOR NEW WAYS TO ENHANCE OUR ONLINE PRESENCE."

- MADISON KAUFFMAN, MARKETING DIRECTOR

## RESULTS

Through their partnership with FindLaw, Abraham Watkins has seen increased performance in nearly all areas, including traffic to the website, engagement on social media platforms and exposure to the brand.

# 2x

Engagements on the firm's social media have more than doubled year-over-year.

# 54%

Visits to the firm's website increased by 54% in the last year.

# 3.6x

During this time period, brand exposure on social rose by 363%.

## 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**.