

## The Clients

RingPartner works with a wide variety of legal service providers ranging from large firms to local notaries, all representing an industry worth \$437 billion in 2016.



## The Problem

The legal industry is highly competitive, with countless areas of expertise and specializations that may confuse the average consumer. Further complicating the marketplace, the demand for legal counsel is often an immediate one, inspired by a specific situation that generic branding communications might not speak to.

Due to the amount of detail needed to effectively target prospects with the precise services they require at the moment they need them, modern methods of promotion like native advertising, content marketing and even social media campaigns may not work to create demand for legal service providers. These marketers are better off avoiding the latest advertising fads, instead looking to more traditional methods of establishing contact that can be tailored to the distinct needs of the space while allowing for well-timed, customized messaging with a defined call to action.

## The Solution

RingPartner's Pay Per Call marketing campaigns drive inbound calls to legal service providers by targeting the best possible audience for their offerings via optimized channels. Having worked with clients to discern the most important elements necessary to reach prospective customers, RingPartner then incorporated these filters into its proprietary qualification tools. These tools allow the organization to seamlessly connect each consumer with the most appropriate law service provider, resulting in higher Pay Per Call conversion rates across various legal categories.

## The Results

By implementing the qualification tools to quickly determine which law service each consumer needs, the following Pay Per Call conversion rate increases were seen between 2016 and 2017:

GENERAL LAW

↑ 1200%

PERSONAL INJURY

↑ 333%

DUI

↑ 428%

BANKRUPTCY

↑ 537%

DIVORCE

↑ 87%

## The Insights

RingPartner found that using qualification tools that address the timing, proximity and specialized needs of each prospect can overcome the challenges of promoting legal services, delivering high-quality leads to attorneys who were then more likely to convert these callers to clients. The vast amount of detail that must go into quickly and effectively connecting consumers with legal help means that lawyers can forgo the latest marketing trends in favor of a program tailored to the specifics of their industry.