

Case Study:

ANDRIOTIS LAW FIRM

CASE STUDY ANALYSIS:

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Creation Date: March 29, 2013

OVERVIEW:

A law firm that offers stellar personal injury counsel, but until three months ago, they had no online presence or incoming leads other than referrals. The firm wanted to grow. So we made it so.



DESIGN. DEVELOP. MARKET. IT'S THAT SIMPLE.

STEP ONE - BRANDING & DEVELOPMENT:

Let's face it, people judge on personal appearance. Your websites design is no different. Your site visitors relate the quality of your product or service to your website's appearance or message. The better it looks and sounds, the better it converts!

Delivered:

- Brand Message
- Professional Photography
- Copywriting
- Responsive Website Design

OLD WEBSITE



NEW WEBSITE




TRANQUILBLUE
Experience. Innovation. Reliability.

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STEP TWO - MARKETING:

To create effective marketing, you need to understand the customer (or in this case the victim). From there you build a communication plan that answers their concerns in the places they seek information.

Delivered:

- Marketing Research & Analysis
- 18 - Month Marketing & Communication Plan
- Inbound Marketing, Social Media & SEO
- Competitive Analysis
- Buyer Persona
- Pay-Per Click Advertising



TARGETED BLOG POSTS



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STEP THREE - MEASURING ~ THE RESULTS:

Within the 1st three months of marketing:



Needless to say, the Andriotis Law Firm, is on target to do better than last year. The ROI is well above our prediction and the firm is growing.

We'll continue to monitor refine and repeat what's working.



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Want to be our next success story?
Request a **FREE Marketing Analysis**

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