

Case Study: Yaeger, Jungbauer & Barczak St. Paul Law Firm Works with LexisNexis® Martindale-Hubbell® to Launch Successful Online Marketing Campaign

Customer Profile:

- Yaeger, Jungbauer & Barczak (YJB)
- Located in St. Paul, Minnesota
- Area of Practice: Railroad Accidents, FELA, Personal Injury

For more than 75 years, Yaeger, Jungbauer & Barczak (YJB) has been representing injured people, railroad workers and their families. The firm has a national reputation for success in its representation of railroad workers injured on the job, seeking compensation under the Federal Employers' Liability Act. YJB has successfully recovered millions of dollars in much needed compensation for injured railroaders in a wide variety of cases.

Business Situation:

The partners at YJB foresaw the importance of online marketing and engaged a legal vendor to develop their website, but the firm's administrator eventually grew frustrated with the firm's limited visibility in search engine results. Edward Heimel, CLM, the longtime business manager at YJB states, "They developed a nice website that had some good content, but unfortunately we had a difficult time getting the vendor to maintain the site and execute an online marketing program that would help us be found online." The worst problem was that the firm had consistently low rankings in the search engine results for attorneys in their specific practice niche.

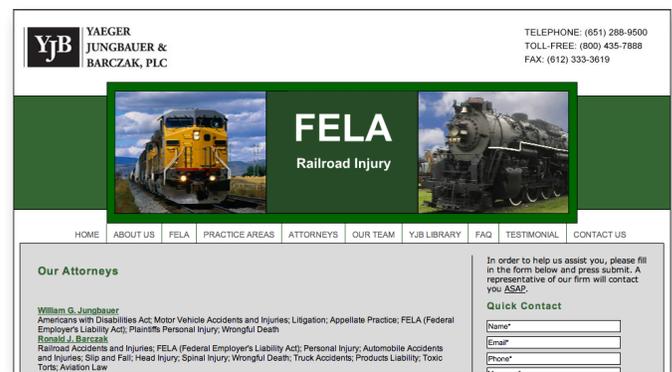
"I have no doubt in my mind that we have achieved a significant return on our investment from our online marketing campaign with LexisNexis."

– Edward Heimel, CLM Yaeger, Jungbauer & Barczak

"Our principal area of practice – railroad worker injuries – carries with it some unique marketing challenges because railroad accidents are so unpredictable and sporadic," explained Heimel. "We need to have a high level of visibility on the Internet so that our firm is at or near the top of the results when an accident occurs and an injured worker or family member starts their online search for an attorney."

Heimel instinctively knew that the firm needed better service and better results, so he decided to speak to other legal vendors about their online marketing capabilities.

YJB administrator and attorneys were already familiar with LexisNexis® for legal research, so when they discovered the company also offered online marketing services, they agreed to learn more about what LexisNexis could do for them. They were impressed with the capabilities of the company's Law Firm Marketing Solutions team and decided to partner with LexisNexis to create and launch a comprehensive online marketing campaign.



Solution:

"We were impressed with the robust lineup of services offered by the LexisNexis® Law Firm Marketing Solutions team. LexisNexis has built or hosted more than 40,000 websites for attorneys. It is also the only company that gives law firms visibility and representation on Lawyers.comSM, where 28 million unique visitors each year seek legal assistance*, and on martindale.com®, where 9 out of 10 corporate attorneys seek outside counsel.† We agreed to partner with them in the development of an all-new online marketing campaign for our firm," said Heimel. YJB agreed to get started with a Profile on Lawyers.com and the development of a new custom website to be built by the LexisNexis team. After those initial activities were executed and the online marketing began delivering results, the firm expanded to a search engine optimization (SEO) program and pay-per-click marketing effort with LexisNexis.

Results:

The results have been impressive.

1. New Clients - Revenue

"We've obtained several substantial new clients directly as a result of our online marketing campaign, which highlights our firm's unique capabilities," reports Heimel. "Naturally, for a law firm administrator, that is the ultimate barometer of how valuable a marketing investment really is for the firm."

2. Search Results - Visibility

YJB consistently ranks at or near the top of the search results when individuals search for attorneys who represent injured railroad workers. In fact, in such a search, more than 85 percent of the 21 practice-specific keywords (e.g., railroad attorney, FELA lawsuits) optimized by LexisNexis in the firm's target geographies are on page one of Google search results, with the rest on page two. This is a critical component for YJB, which practices in a unique niche that requires the firm to be easily discovered at all times, since one never knows when and where a railroad accident will occur.

"We've obtained several substantial new clients directly as a result of our online marketing campaign, which highlights our firm's unique capabilities."

3. Responsiveness - Customer Support

"The LexisNexis team has proven to be extremely responsive to sudden requests from us for content changes or additions to the website," says Heimel. "This gives us the confidence of knowing that we can be opportunistic in our online marketing efforts, in the event of sudden developments in the practice or news events of importance to our firm."

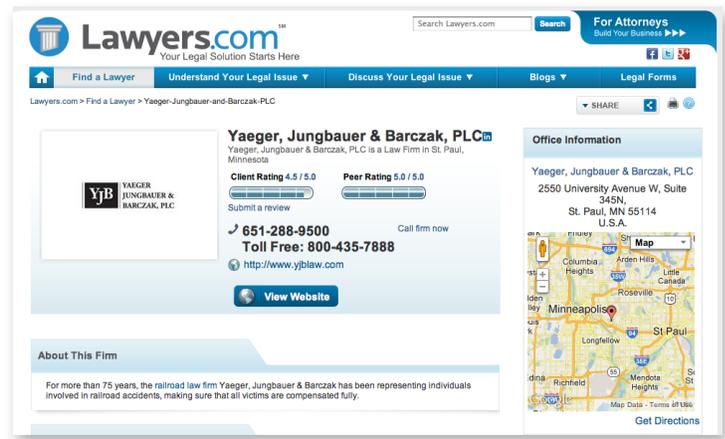
4. Collaboration

YJB's relationship with LexisNexis has been a true collaboration, according to Heimel, enabling the firm to "essentially rely on the LexisNexis team as our external online marketing group," he says. "I have no doubt in my mind that we have achieved a significant return on our investment from our online marketing campaign with LexisNexis," he concludes. "Their team of experts provides us with excellent service and reporting to help us monitor the effectiveness of the campaign. We've been delighted with the results."

Product Summary:

LexisNexis Law Firm Marketing Solutions:

- LexisNexis® Web Visibility Solution (custom website and search engine optimization)
- Profiles on Lawyers.comSM and *martindale.com*[®]
- LexisNexis PPC QuickLift (pay-per-click advertising)



Schedule Your Free Consultation or Website Evaluation

How will your law firm focus its online marketing strategy to drive more business? Is your site optimized to promote the content that matters most to your clients and prospects?

- Compare your website alongside competitors' sites.
- Evaluate whether your website uses the latest best practices, including social media.
- Learn how to measure website ROI.

To schedule your free evaluation today, please call us at 877.440.5783.

About LexisNexis

LexisNexis® (www.lexisnexis.com) is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting, and academic markets. LexisNexis originally pioneered online information with its Lexis® and Nexis® services. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] (www.reedelsevier.com), LexisNexis serves customers in more than 100 countries with 15,000 employees worldwide.

The opinions expressed within this case study represent customer opinions. LexisNexis Martindale-Hubbell believes this case study experience generally represents the experience found with other similar customer situations. However, each customer will have its own subjective goals and requirements and will subscribe to different combinations of LexisNexis Martindale-Hubbell services to suit those specific goals and requirements. This case study may not be deemed to create any warranty or representation that any other customer's experience will be the same as the experience identified herein. LexisNexis Martindale-Hubbell uses the customer's trademarks herein with the customer's permission.

*Source: Self-reported LexisNexis Web statistics, 2011.

†Source: BTI Consulting Group Survey, "How Clients Hire: The Role of Lawyer Profile Services and Directories", Jan. 2011.