



Accelerate your search engine marketing with an online ad campaign that delivers immediate results.

Martindale-Hubbell® Paid Search Portfolio

On average, **nearly 1 in 4 clicks** on law firm **paid search ads** managed by Martindale-Hubbell® **lead to a prospect contacting the firm.**¹

Quickly generate high-quality leads with a comprehensive online advertising program designed to give you broad visibility fast. Martindale-Hubbell® Paid Search Portfolio delivers high-profile ads on major search engines, consumer websites and social media, attracting potential clients searching for legal help. Ads link to custom landing pages or engaging online videos.²

Martindale-Hubbell Paid Search Portfolio fast-tracks your firm's online marketing strategy to help you:

- Increase your law firm's visibility to the right prospects
- Quickly convert clicks into potential clients contacting your firm
- Achieve strong return on investment with a proven approach

Trust your paid search campaign to LexisNexis® Martindale-Hubbell®, one of the select number of Google AdWords™ Certified Managed Partners in the United States. You can be confident that your firm's online advertising will achieve real business results.

Where Your Ads Will Appear

Martindale-Hubbell® Paid Search Portfolio delivers a custom online advertising campaign. Our powerful, multi-channel approach places ads that are relevant to your best prospects in the online locations they visit most often:²

SEARCH ENGINES: Ads on Google™, Yahoo®, Bing™

MOBILE: Ads designed to target users searching on smartphones, tablets and other mobile devices

VIDEO: YouTube™ advertising (includes professionally produced video)

SOCIAL MEDIA: Facebook advertising

MAJOR CONSUMER WEBSITES: Via the Google Display Network, opportunity for your ad to be placed within a selection of 3,000 legal-relevant sites such as Yelp.com, WSJ.com and About.com

How We Turn Clicks Into Leads

Every aspect of your Martindale-Hubbell Paid Search Portfolio campaign is skillfully developed to engage prospects and convince them to contact your firm.

EXPERT DESIGN: Custom ads, landing pages and videos, created by our award-winning design and legal copy professionals

MOBILE OPTIMIZATION: Campaign ads and pages optimized for proper viewing on mobile devices

LIVE CHAT: Personal, professional greeting from a live online chat operator on campaign landing pages

CAMPAIGN MANAGEMENT:

Ongoing strategic management and robust monthly reporting on the performance of your campaigns by LexisNexis® Martindale-Hubbell®, a Google AdWords™ Certified Managed Partner



Put Our Online Legal Marketing Expertise to Work for You

Invest your marketing dollars with a provider who not only understands paid search advertising, but who also knows the legal market and how consumers search for lawyers and law firms online.

Increase your law firm's visibility to the right prospects

Gain prominent positions atop search engine results pages, consumer websites and social media when potential clients search for firms with your capabilities.²

Quickly convert clicks into potential clients contacting your firm

Leverage our expertise to drive more potential clients to your firm, with campaigns featuring effective ad copy and unique, relevant landing pages that engage prospects with an immediate personal interaction.

Achieve strong return on investment with a proven approach

Ensure your investment yields maximum returns that align to your goals by relying on our strategic campaign management expertise and quality controls.

¹ Self-reported by LexisNexis Martindale-Hubbell. Refers to paid search ads appearing on major search engines.

² Features vary depending on your level of investment.

³ "International Data Corporation (IDC) Worldwide New Media Market Model," IDC, Oct. 2012.

Generate More Leads Today!

For more information, visit lexisnexis.com/law-firm-marketing or call 1.888.871.8813.