

Growing Ohio Law Practice Leverages Power of Martindale-Hubbell® Law Firm Video to Drive 25% Increase in New Clients from Web Site

Adrian King Law Office

Overview

Location: Xenia, Ohio

Industry: Legal services

Customer Profile:

Adrian King Law Office, LLC, is a small law firm in Xenia, Ohio, started up by Adrian King in January 2008. The firm handles a wide range of civil and criminal legal matters, but Mr. King is uniquely qualified in the area of education law.

Business Situation:

Mr. King spent his "first career" as a scientist for a number of technology companies, but grew weary of the corporate environment and decided to use his analytical skills and experience to pursue a career as an attorney. In preparing the business plan for opening his own law practice, he knew that online marketing would be crucial to the growth of his firm and that he would need to be aggressive in this area.

Solution:

Mr. King engaged LexisNexis to develop a Custom Web site before he even opened his office, then quickly added the Martindale-Hubbell® Search Engine Optimization and Pay Per Click services in order to generate leads from prospective clients. But the introduction of a Law Firm Video from Martindale-Hubbell in the summer of 2008 was the additional marketing strategy he needed to bring in new clients weekly to his now fast-growing firm.

Benefits:

- Tremendous feedback from prospective clients, who tell Mr. King that his video makes him appear authentic and caring, important qualities when searching for a lawyer;
- More than 60% of Mr. King's new clients are now coming directly from his Web site and Internet marketing efforts;
- Since introducing the Law Firm Video from Martindale-Hubbell, Mr. King has documented a 25% increase in new clients who have retained his services after visiting his Web site.

Product Summary

Client Development

- Martindale-Hubbell® Law Firm Video

Opened in January 2008, Adrian King Law Office practices in the areas of criminal defense, personal injury representation, elder law and estate planning, and business law. However, Mr. King is particularly focused in the niche area of education law and is striving to grow his practice in this important—yet often overlooked—area of the law.

Situation

Adrian King is a fascinating man who embarked on his career as an attorney after already fulfilling a successful career as a scientist and entrepreneur. Born in Dayton, Ohio, he earned his Ph.D. in electrical engineering and spent the first part of his career in the technology field, holding management positions at Intel Corporation and Sandia National Laboratories. He also worked as an Electronic Engineer for the U.S. Army Atmospheric Sciences Laboratory and Motorola, Inc., and is the founder and president of two successful companies.

Mr. King grew weary of the corporate grind, however, and decided to put his analytical skills to use in a different career. He went to law school at the University of Dayton and, upon graduation, passed both the Ohio and Kentucky bar exams. He then went to work on his business plan for opening a law practice in the town of Xenia, Ohio.

"During this business planning, I recognized the need to aggressively market my new practice on the Internet," explained Mr. King. "First of all, print advertising effectiveness is very difficult to measure for attorneys. Second, television advertising is quite expensive and can be difficult to target at specific types of prospective clients. And third, Yellow Pages advertising is becoming less valuable as consumer usage declines and is increasingly replaced by searching on the Internet."

“I’m now getting qualified new client leads every week from folks who found my video while doing an online search for an attorney.”

Adrian King

Mr. King engaged a team of online marketing experts from LexisNexis® to help him create a professional Web marketing strategy with the use of Martindale-Hubbell products and services.

Solution

The first tactical initiative Mr. King kicked off was working with the Martindale-Hubbell team in late 2007 to create a Custom Web site. The site was built to be sleek and professional, but very accessible. Impressively, Mr. King had the site created and ready to go live before he even opened his office.

Next, he engaged the Martindale-Hubbell team to develop a targeted Search Engine Optimization program and supplemented this effort with a Pay Per Click online advertising program. The results from both efforts were quite positive.

Then, in the summer of 2008, Mr. King decided to become one of the first law firms to invest in the new Law Firm Video product from Martindale-Hubbell. “I believe in experimenting with marketing tactics,” he reasoned. “If something doesn’t work, you just unwind it and try something else. But if you’re willing to experiment enough, every once in a while you’ll catch lightning in a bottle and find a terrific avenue for business development.”

The Martindale-Hubbell Law Firm Video team came to Mr. King’s office in Xenia and conducted a professional video shoot in one day. They created a brief “introduction” video for Mr. King’s review and then posted the final video clip onto the home page of his Web site.

“... the video gives them a feel for me and my law office, which makes them feel more comfortable about picking up the phone and setting up a consultation.”

Adrian King

Results

“The results from this video have simply been fantastic,” explained Mr. King. “I’m now getting qualified new client leads every week from folks who found my video while doing an online search for an attorney.”

According to Mr. King, the feedback he has received from the video has been surprising—and welcome.

“I’m told by new clients that the video allows me to come across as authentic and genuinely caring, which is something they often don’t feel about attorneys they have not yet met,” he said. “The response I consistently get from prospective clients is that the video gives them a feel for me and my law office, which makes them feel more comfortable about picking up the phone and setting up a consultation.”

The bottom-line results have been impressive. Mr. King’s detailed metrics reveal that nearly two-thirds of his new clients are now coming from his various online marketing activities developed with Martindale-Hubbell. And since launching his Law Firm Video, he has enjoyed a 25% increase in retained new clients from his Web site.

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