

SUMMIT CREW DIGITAL AGENCY

# CASE STUDY

LOCAL LAW FIRM

617.500.1626  
SummitCrew.com



# Understanding the Client

## THE SITUATION

They came to Summit Crew looking for assistance in growing their firm. They wanted to be a dominant player in the area and eventually expand to a broader market. Their goal was to reach prospective clients in their target areas and convert them into clients. Before working with Summit Crew, they were using traditional marketing. This approach proved ineffective in converting the prospects, making the results difficult to measure. The company was ready to take the next step and grow its firm through digital marketing.

## THE CHALLENGE

They faced challenges with a limited available budget. Summit Crew utilized a strategic digital marketing approach to control ad spend most cost-effectively to reach B2B and B2C clients. By identifying the channels capable of reaching the right audiences, Summit Crew aided in achieving their goals quickly and efficiently.

## THE SOLUTION

Summit Crew's goal was to drive relevant customers through the information process and bring them back into play after learning more. Some of their techniques included:

- Keyword targeting – Increasing visibility in relevant searches when prospects are actively searching online
- Geofencing – Placing a perimeter around top prospect locations and getting in front of the right audience at an exact geographical area
- Remarketing – Targeting people in the buying cycle where they were making the decision
- Media Buy – Placing advertisements in multiple channels such as industry publications, news sites, associations, trade shows, etc.
- Local SEO to reach prospects during high-intent searches

Summit Crew reviewed prior year strategies, target audiences, and major markets to develop a plan to drive more brand awareness in local markets. After identifying the behaviors of target audiences, Summit Crew implemented a Google Ads strategy that would allow them to get the most out of its budget.



# ACTION STEPS

The background image shows a business meeting in progress. Several people are seated around a table, with their hands and arms visible. On the table, there are documents, a laptop, and a pen. A blue semi-transparent rectangle is overlaid on the center of the image, containing the text.

# 1000%

INCREASE IN LEAD GENERATION

# The Results



## NUMBERS ON THE RISE

They quickly saw the results of a new digital strategy. Lead generation grew by over 1,000%, and they had more highly-targeted leads that closed at a higher rate.