

TOMMY DAMICO
DAMICO & STOCKSTILL

CASE STUDY



FIRM: Damico & Stockstill, Attorneys at Law

LOCATION: Baton Rouge, Louisiana

SIZE: Two attorneys

SCOPE AND SERVICES: Criminal defense

MARKETING SOLUTIONS: Mobile-optimized website, pay-per-click advertising, blog, targeted social media, FindLaw directory advertising

"THROUGH ADVERTISING WITH FINDLAW, YOU'RE ABLE TO PUT INFORMATION OUT THERE SO PEOPLE CAN GAUGE THE TYPE OF ATTORNEY YOU ARE AND THE SUCCESS THAT YOU'VE HAD...WHICH HAS HELPED US A LOT."

- ATTORNEY TOMMY DAMICO



FIRM GOAL: Reach a more ready-to-hire audience to increase referrals.

With more than 65 years of combined experience, Damico & Stockstill has handled countless high-profile criminal defense cases. Located in a highly competitive market, the firm recognized early on the importance of establishing a digital footprint and paving the way to receive out-of-state referrals.

Staying top of mind with potential clients so when a legal need arises they know to trust Damico & Stockstill is paramount for the longevity of the firm. For years, former clients have been the key factor in generating referrals. But the firm was ready to take a different approach and capture legal consumers unfamiliar with their services as they searched online for representation.

From typewriters to keyboards, Damico & Stockhill has transformed in the last 30 years to having a fully integrated marketing strategy with FindLaw today. Despite the ever-evolving world of digital marketing, what remains constant is the firm's strong reputation, high case volume and partnership with FindLaw to achieve that success.

FINDLAW SOLUTION

Over the years, Damico has grown its FindLaw solutions from a website and directory listings to pay-per-click advertising, a successful blog and more. This wholistic marketing approach was built with key firm priorities in mind, including:

- **Generating Referrals:** A mobile-optimized website and multiple listings in the FindLaw directory help Damico stand out as a firm of choice for prospective clients searching online. This has led to a significant number of contacts, especially out-of-state referrals.
- **Leveraging its Reputation:** The firm's storied history has solidified its reputation in the local market and nationwide, producing significant publicity and notable cases. Damico weaves this into its website, social media and blog, which has established the firm as a thought leader and been a key traffic driver.
- **Staying Ahead of the Curve:** Damico made a conscious decision to have a single vendor handle its marketing needs. They depend on FindLaw to tell them what to do next and have seen time and time again the value it delivers. This allows Damico and his partner to focus on what they do best – practice law.

"I WAS ONE OF THE FIRST ATTORNEYS IN THE AREA WHO USED A WEBSITE AND I SAW FINDLAW WAS THE THING TO DO. OUR BUSINESS TOOK OFF AT THAT POINT."

- ATTORNEY TOMMY DAMICO

RESULTS

As one of the first law firms in the area to jump online, Damico's marketing strategy led to a surge in business. As a result, Damico handles more than 150 criminal cases per year that can be directly attributed to its FindLaw solutions.

2x

Average monthly blog traffic has doubled over the past six months, compared to the year prior.

50%

Damico stated that half of the firm's business comes from traffic to its FindLaw website.

3x

During the same timeframe, contacts to the firm via click-to-call and email increased nearly three times.

ABOUT FINDLAW

At FindLaw, we partner with you to provide legal marketing solutions that effectively attract, engage and connect you with potential clients. Simply put, we find clients with a legal need and put you in front of them.

To learn more about how FindLaw can help your firm, please call **866.44.FINDLAW** or visit **LawyerMarketing.com**.

