

Case Study: Katz Melinger PLLC



LOCATION: Manhattan, NY

SIZE: Five Attorneys

SCOPE AND SERVICES: Employment Law, Civil Litigation, Real Estate Law

FIRM GOAL: Increase visibility among Spanish-speaking legal consumers, bring in more Spanish-speaking clients, and improve the firm's ability to successfully serve those new clients.

THE SITUATION

Katz Melinger PLLC established a successful practice by staying up to date on the latest legal changes in New York's complex employment laws.

A few years ago, Katz Melinger had the chance to represent some Spanish-speaking clients but didn't have the benefit of a staff member or attorney who could translate. While the firm was able to take on the clients despite the language barrier, principal attorney Kenneth Katz saw the potential to expand in the New York metro area.

Meeting with his FindLaw® marketing consultant, Katz wanted to know how to build the firm's digital reach to an underserved audience.

THE SOLUTION

Together, Katz Melinger and the FindLaw team have created a well-rounded digital strategy that's building the firm's reputation among their desired audience and bringing in new business.

Their approach includes:



Increased Online Visibility: Paired with the firm's strategy to hire bilingual attorneys and staff members, Katz invested in an online profile on Abogado.com for the law firm and individual attorneys. By placing its brand on the Abogado.com directory, the most searched site for legal information in Spanish, the firm gained immediate credibility.



Aiming for the Right Clients: Because the firm saw a large uptick in contacts, it invested even further in the Abogado.com directory by purchasing exclusive placements with TopSpots directory ads.




Expanded Advertising Presence: Putting together a series of Google™ and Bing® pay-per-click (PPC) ad campaigns in Spanish and focused on plaintiff employment litigation, Katz Melinger saw an increase in landing page traffic that provided potential clients with an easier process to contact the firm, and a better return on investment.

"We're putting ourselves in front of legal consumers that many of my competitors aren't focusing on and can't service. We know we can get results with this audience."

STATS:

 **20%**
increase in PPC clicks
year-over-year (YOY)

 **70%**
uptick YOY in PPC-related
contacts to the firm

 Those ads are performing more than **22% better** over the last year and contacts to the firm are up **more than 20%**, with clicks to call the firm showing a large upward trend.