

Harrison Law Group

Company:

Harrison
Law Group

Customer:

Jeremy Wyatt

Website:

harrisonlawgroup.com/

Industry:

Law (Construction,
Business,
Commercial, and
Real Estate)

The Problem



There are two major challenges most attorneys of smaller or boutique law firms face. First, although new client acquisition is critical to their success, connecting with prospects in order to develop a trusting relationship and ultimately convert them into clients is a major investment of time and money. Secondly, lawyers often spend an inordinate amount of time on nonbillable and administrative tasks, which leaves little time to develop or execute marketing campaigns.

Jeremy C.B. Wyatt of Harrison Law Group faced similar challenges a few years ago. A partner of the firm, his primary marketing goal was to attend every networking event he possibly could and connect with prospective clients. Without a dedicated marketing specialist on staff, Jeremy also captured all prospect info and launched and managed multiple follow-up marketing campaigns. He even tried to develop a newsletter, which proved too laborious, especially on top of everything else. How could Jeremy spend less time on marketing in order to pursue his true passion of construction, business, commercial and real estate law?

The Solution



Jeremy streamlined his marketing strategy by focusing primarily on engaging his audience with routine, compelling communication to reinforce his credibility and build trust. Most legal clients, or 59% according to the 2019 Clio Legal Trends Report, seek a referral instead of searching on their own. Confident in the stellar service provided by the Harrison Law Group, Jeremy's top goal was to generate referrals. He reallocated time normally invested in in-person events to focus on a segmented marketing strategy and capitalize on key contacts.

He engaged Newsletter Pro to design, print, and mail Harrison Law Group's newsletter. Jeremy also leveraged free-standing inserts (FSIs) to highlight construction law topics and general legal advice. Both the newsletter and FSI work in tandem to reinforce credibility and keep Harrison Law top of mind.

There are general contractors, subcontractors, and other lawyers who work on large construction projects and often refer business to Jeremy. Due to the nature of large construction projects, the contractors and subcontractors are required to have insurance bonds, which are sold through surety brokers. The contractors, subcontractors, and even the bond brokers have ultimately become prospects for Harrison Law Group. Over time, Jeremy developed strong bonds within each segment such that they call him regularly with legal questions and, more importantly, refer new cases to him on a consistent basis.

The Results

In less than one year, the ROI of Harrison Law Group's newsletter grew to 963%! To compute this metric, the newsletter is sent to Jeremy's home. Any calls or emails within two business days of the newsletter's arrival in Harrison Legal Group's audience's mailboxes were attributed to the newsletter. While fees vary for each client, one client whose acquisition is directly correlated to the newsletter has generated over \$80K in fees. Similar "whales," or clients who become raving fans, not only increase their repeat case frequency but also provide referrals that Harrison Law Group has identified as a new lead source.

The newsletter and FSIs have been a critical success factor in the generation of referrals, and they have also helped to increase retention. In fact, one particular client, whose origination can be directly attributed to the newsletter, is working on his 14th case! Although referrals were his primary goal, retention is a natural, highly profitable additional benefit of newsletters.

Moving forward, Harrison Law Group will use FSIs to execute segmentation strategies for key prospect groups. While the newsletter edition is static, the FSI's messaging is dynamic and can therefore be customized to speak to specific segments. The more tailored the communications, the higher the probability of reinforcing credibility, earning trust and referring business.

Quick Stats

963%

ROI in Less Than 1 Year

Lifetime Value of
Customer Up to **14x**

One Client,
\$80K Case Revenue
and Counting!

"I'm very pleased with the results of our newsletter. It makes it easy for me to stay connected with people that are already, or eventually will be, my clients. Partnering with Newsletter Pro was one of the best decisions I've made because I can focus on my clients and their cases."

"Our newsletter has consistently generated new clients for our firm. When I bring in a client, I bring them in for life ... with one single client, I am up to my 14th lawsuit!"