

CUSTOMER OVERVIEW

Marcellino & Tyson PLLC is Charlotte law firm focusing on the practice areas of family law, business law, employment law, personal injury and disability law. The firm is committed to working tirelessly to protect the futures of their clients and they work to resolve your case as quickly as possible, saving you expense and stress. They helpfully guide their clients through this process.

KEY CHALLENGES & OBJECTIVES

- » Marcellino & Tyson, PLLC was spending money on Adwords but had no way to track the results. While they “felt” like their marketing performed alright, they had no way of knowing if they were seeing an ROI.
- » Firm partner, Matthew Marcellino was overseeing campaigns and doing his best to manage them but he knew his time could be better spent and that an expert could optimize his campaigns.
- » The Firm had new areas of practice that they wanted to test the viability of with Adwords campaigns. Creating effective funnels was crucial to getting the right data during these tests.



GoBeyond SEO built a new responsive, digital funnel to convert traffic from Marcellino and Tyson's digital advertising. The funnel integrated multiple tracking softwares into one reporting platform.



The digital funnel was built to have the same look as the website but the funnel is designed to convert traffic into leads.



Marcelo & Tyson's Adwords campaigns were completely rebuilt from the ground up. GoBeyond created the campaigns based on extensive competitor research as well as insightful keywords specific to the legal market.



Call tracking and other conversion tracking methods were installed so Marcellino & Tyson would know exactly - down to the dollar - how their marketing is performing.



This new strategy implements all the right traffic and lead generation tools including retargeting ads, conversion optimized landing pages, ad copy testing, and mobile only campaigns.

The effect of the new digital marketing campaign on Marcellino & Tyson's lead generation has been remarkable. The month prior to implementing the Predictable Leads System™, Marcellino and Tyson generated 9 online leads. In their first month with the our system, Marcellino & Tyson generated 35 leads.

In the past three months, Marcellino and Tyson, PLLC has averaged 43 leads per month, while also seeing a decrease in cost per lead.

- » **46.7% increase in website traffic**
- » **42.8% increase in organic traffic**
- » **6x increase in monthly leads generated**
- » **Cost per lead dropped from \$509.25 to \$45.70**
- » **97% increase in calls from digital marketing**

Since implementing the Predictable Leads System™, the firm has expanded it's reach for certain services into 3 additional states. It has hired two new Associate Attorneys and expanded its areas of practice.

If you're interested in achieving the same kinds of results for your firm, then we should talk. Generating consistent and predicable leads is simple. You need to follow the right process.

We know the process and can help you apply it to your firm.

If you're ready for explosive growth like Marcellino and Tyson is getting, schedule a Strategy Session to discover if our Predictable Leads System can help your firm grow.

[Schedule a Session Now](#)