

Yodle Local Online Advertising for Legal Services



Raising the bar on online advertising.

Challenge

Phil's firm, Hollingsworth Sever Storey and Zivitz, PC, with offices in Carmel IN, and Columbus, Ohio, was enjoying a good amount of referrals, but they wanted to be more proactive about new customers. They had worked with various online legal service marketing companies, but were still not satisfied with the results they were receiving.

Solution

At the beginning of 2009, Phil reached out to Yodle. Yodle provided Hollingsworth Sever Storey and Zivitz with a customized local search strategy that included a pay-per-click advertising campaign on a vast network of local sites, and an easy-to-use reporting tool to track their campaign results.

Results

According to Phil, "Since we've signed up, we've consistently generated several new clients each month as a direct result of Yodle's marketing efforts."

Additionally, Phil likes the added credibility and branding he receives through working with Yodle and showing up high in the search engines. "Being at the top shows you are a professional and well-established firm," he notes.

Phil also says Yodle is an excellent tool for managing his office. The call recording allows him to better train his office staff, and the call tracking allows him to staff his office appropriately based on call volume.

Despite the economy, Phil's firm continues to grow. In fact, the firm recently merged with two others so they could expand their focus on contingency law. Of course, kicking off a new ad campaign with Yodle for this purpose was a given.

Client Profile

Client Name:

Phil Sever

Company:

Hollingsworth Sever Storey and Zivitz, PC

Industry:

Legal Services

Location:

Carmel, IN

Website:

www.severstorey.com

Why Yodle?

There's no telling how many new clients and cases you can book with **Yodle Local Online Advertising**.

We give you more ways to reach, engage and motivate potential new customers.

- Advertising placement across a network of sites
- Personalized websites designed to sell
- Qualified inquiries that translate into greater profits!

It's all measurable, too. We'll help you refine your plan - and make sure you get the most out of your marketing budget.

Isn't it time you raised the bar on advertising?



Visit www.yodle.com or call 877.276.5104 to learn more!

Advertise your law firm across our network of partner sites:

