

# Home Page Content

## Proven Strategies to Grow Your Practice

You might think that getting new clients through your door is a real challenge – but it doesn't have to be. Let us show you how our proven Personal Injury marketing strategies can significantly increase your roster and take your practice to the next level.

## How many new clients would it take to transform your practice?

Imagine what five, fifteen or even twenty new clients every month would mean to your bottom line! Whether you're a new attorney or a seasoned veteran, we can help you to reliably fill your schedule with the kind of quality new clients that will put your practice on the map.

### Creating Compelling Offers

We'll consult with you to develop tailor-made, effective offers based on our extensive and successful experience managing personal injury marketing campaigns with other attorneys.

### A Smart Targeting Campaign

We'll strategically place campaigns online using smart targeting methods that convert **potential customers** into high-quality, high-value clients sent directly to you.

### Making it Easy for You and Your Staff

Booking new clients couldn't be simpler as they are presold, 100% trackable, and scalable to fit your office size or ambition.

# Personal Injury Client Marketing

## Proven Results with Custom Campaigns

New clients are your first step when it comes to building a solid foundation for the longevity and profitability of your business. And while the lifetime value of a customer is often worth tens of thousands of dollars, it's their potential client referrals that can lead to seriously improving your outreach.

With such an effect in mind, it's clear that having a smart, targeted, new client acquisition strategy is paramount for any successful practice, and that's what we can help you achieve.

## How it Works

### Proven Results

Focusing solely on personal injury, we can separate ourselves from other attorney marketing companies by offering a campaign that has a proven track record of success specifically catering to your needs.

### Creating the New Client Magnet

We'll set up new client campaigns that target certain demographics and socioeconomics in your local area. We can then recommend campaigns based on our experience working with other attorneys with the end goal of capturing a high-value client.

### Smart Targeting

Targeting the right demographic in the right area is crucial to success and we focus on the digital distribution of our campaigns through a variety of marketing channels. Utilizing online methods also allows us to drastically lower client acquisition costs when compared to postcards, outdated yellow page ads, and billboards. Your brand will be seen by tens of thousands of people every month in a campaign that will leave a big impression.

# Scheduling New Client Prospects

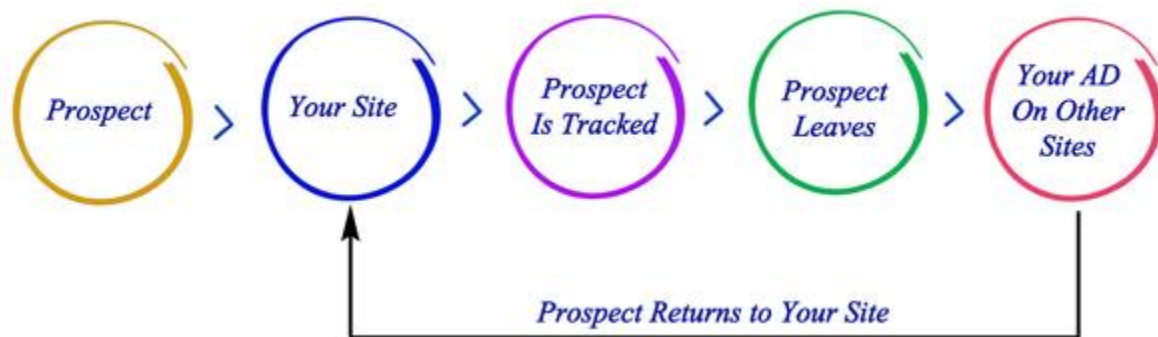
With multiple campaigns running, you'll start receiving new client leads, pre-sold and ready-to-book appointments within a matter of two to three weeks, possibly even sooner. All you have to do is be ready to answer the new phone calls and emails! For added peace of mind, all leads we generate can be traced so you'll know the clients that have come from us compared to any other marketing strategy you have in place. It makes it easier to see that we get results too.

# Attorney Remarketing

## Bringing Back Missed Opportunities for More Clients

### What is Attorney Remarketing?

Remarketing for local attorneys describes the process of staying connected with people interested in your services, who have visited your website, but may not have contacted you immediately for an appointment.



After a potential client has left your page, they will continue to see your targeted ads, shown only in your local market as they browse the internet and visit popular websites such as Facebook or CNN.

Remarketing to both new and existing clients this way ensures your practice and services remain visible while reinforcing your brand ahead of competitors. With your practice fresh in their minds, there's a strong chance they will follow through with their initial inquiry and book a consultation.

### Why You Should Invest in Remarketing to Clients

Client remarketing is one of the most cost-effective ways to keep your office schedule full. It is an unfortunate fact that the majority of visitors to your website will not get in touch and you've got one chance to grab their attention before they're looking elsewhere. However, remarketing allows you to smartly spend your advertising dollars on those people who have already shown an interest in your practice rather than wasting your money on those who have not.

Simply put, familiarity promotes comfort and comfort promotes business. People like to hire companies they recognize and remarketing is key to keeping your law practice relevant. This is where we can help you turn all those missed questions into clients.

## Tapping into Your Potential

### **A Smart Outreach Solution**

Most attorney offices think that just because they have a website, clients will automatically come knocking. In reality, this is only your first point of contact, while our remarketing campaigns will follow up repeatedly, helping to establish relationships, promote your presence online, and significantly increase the number of people who contact you for an appointment. We arm you with a smart outreach solution that brings the client to you, leaving you and your staff to focus on what's really important. Think of us as another string to your bow.

- Smart Tracking Recaptures About 80% of Your Website Visitors
- Remarket Specific Services of Interest
- Massive Reach on 98% of all Websites on the Internet
- Geo-Targeted to Your Local Demographic

**With our years of experience marketing for attorneys, we know what works.**

**Call us today for a Free Consultation — (704) 692-3708**

# Performance Call Tracking

## Quality Control at Your Fingertips

### What is Performance Call Tracking?

- Recording and evaluation of every single inbound call through all marketing channels, including your website, social media platforms, Google AdWords and more.
- Each call can then be accessed by you and your staff if necessary.
- This ensures your staff are constantly improving their phone technique and booking new clients at acceptable, accurate rates.
- Provides feedback to help you improve customer service when and where required.

### Why Call Tracking and Scoring is Important for Your Practice

Each new client for your practice is potentially worth thousands of dollars, but did you know that most offices will allow between 20 to 40 calls to go unanswered each month? And with the average schedule rate for attorney staff members at only 54%, your practice is likely letting a small fortune slip through the net every year.

The truth is, the busier your practice is, the less time you have to monitor what happens on the phone. Phone reception is often a potential client's first impression, and if it's not a good one, you won't be hearing from them again anytime soon.

These practice issues are unacceptable – but they're not unavoidable.

This is why call tracking is an invaluable tool to dramatically increase the efficiency of your marketing dollars and the quality of your team. Many of *our* clients achieve up to 70-80% success rate when booking *their* clients, simply after implementing our system. As an added bonus, the ability to determine exactly how a client found you ensures you can make a sound decision when it comes to which marketing campaign is giving you the best ROI. Maybe then you can stop throwing dollars down the drain.

## You Can Expect New Client Improvement with a ZERO Increase in Marketing Dollars

By tracking and sharing results with your staff, they know they are being held accountable. The result? Their performance will increase substantially for the simple reason that they know each call is now being monitored. Moving forward, rewarding your highest achieving staff contributes to positive reinforcement of your core principles, and you'll get the best out of your team around the clock. Happy staff makes for happy clients after all.

## The Bottom Line is – You'll Improve Your Bottom Line

With these invaluable metrics available in your own dashboard each month, you can take meaningful and actionable steps to increase your new client bookings. And with an improved, solid foundation on the phones from your well-trained staff, many new marketing opportunities will present themselves; and you'll be free to grow your practice exactly the way you want it.





About tab

# About Quality Law Leads, L.L.C.

## The Personal Injury Lead Experts – Our Mission

Quality Law Leads was founded with a single goal in mind; to provide high quality, exclusive, new client leads for personal injury (PI) law practices nationwide. The founder, Jeff Heavner, has mastered the marketing channels with methods that will consistently drive new clients direct to you and help grow your law practice.

## Jeff Heavner – President, Owner



Jeff Heavner was first involved with the online marketing and lead generation business back in 2011. He quickly understood that if a business was to be successful in today's digital age they must have a profitable internet marketing strategy. From there his focus has always been on the same goal - how can law practices generate the most qualified new client leads for the least amount of marketing investment online?

Whether that be SEO (Search Engine Optimization), Paid Traffic (i.e. Google AdWords, Bing AdCenter, etc.), popular social media, display advertising, or online reviews, his strategy is basically whatever works in order to get qualified new client leads in the door!

Jeff has consulted with hundreds of business owners over the years, started several businesses himself, and helped successfully transform many law practices. In turning online marketing strategy into the cornerstone of new revenue— Jeff has guided his clients to millions of dollars in new turnover for their practices. All of his law marketing experience and knowledge has been channeled into Quality Law Leads, L.L.C. The lowest risk, high reward marketing dollars you can invest in your law firm.

Contact Tab

I will build a form and get it to you