



Summary

Problem: Increasing the time and money spent on marketing, without the tools to understand if it's working.

Solution: Avvo Ignite Suite

Result: Now know exactly how much new business their marketing is generating and how each marketing channel is performing, so they can effectively manage the time and money spent.



The Situation

Marketing has always been an integral part of the Ross Law Group's business – starting with traditional advertising in the Yellow Pages many years ago, to now managing websites, pay-per-click campaigns, television and radio spots, online directories and social media profiles.

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Recently Dan and his team transitioned into what they call “growth mode” – putting more resources toward expanding their marketing initiatives.

With more marketing comes more leads, and the team quickly realized they needed a system to track these leads with specificity, to determine the cost of acquisition.

Ashley Slaten, who has worked with Dan for 13 years, said using their front office staff and a question to manage their lead intake system was no longer going to work.

“We were tracking leads by asking people who called, “How did you find us?” Most answers, not surprising were, “Internet” or “I heard your ad.” It was all too vague.” said Ross. “So while we were implementing sophisticated marketing programs, we were still using antiquated methods for measuring our progress.”

Case Study: Ross Law Group



About Ross Law Group

Who: Founded in 1998 by Daniel Ross, Trial Attorney

Practice Areas: Personal Injury, Unpaid Overtime Cases (Fair Labor Standards Act), Employment and Business Law

Employees: 7 attorneys and 14 legal assistants and support staff

Location: Offices in Austin, Houston, Dallas, Corpus Christi, and San Antonio, Texas



The Solution

Data-driven and results-oriented, Dan and his team wanted to measure their marketing efforts to make better decisions. Specifically, they wanted answers to: how many contracts are signed from marketing leads compared to the total number of people contacting the firm? And, where should most of their marketing dollars be spent? How can they be more cost effective?

“ Avvo Ignite makes it easy to handle our high volume of leads. No longer do we have to ask people where they find us, or worry about losing track of a lead. The entire process is manageable, and most important, scalable. As we continue to grow, we’re confident Avvo Ignite will grow with us. ”

Ashley followed up on an email about Avvo Ignite Suite to request a demo. After the presentation, she was sold.

Avvo Ignite Suite is cloud-based software that gives attorneys the tools to efficiently manage leads, close more new clients, and better understand the return on their marketing efforts.

“ I need reliable data to make better decisions, and I trust I’m getting that with Avvo Ignite. ”



The Results

The Ross Law Group has a team of 3 people dedicated to Avvo Ignite; using the system to automatically capture and track every initial inquiry.

“The implementation process was smooth; the training took about one week with the help of the Avvo team. They are really responsive and the technology is simple, visually user-friendly and overall easy to use,” said Slaten. “The cost per month is also very affordable.”

The Ross Law Group uses email drip campaigns to immediately say “thank you for contacting us” to everyone who contacts them. They also rely heavily on labels – using these customizable descriptors on each lead to identify case type and type of communication as well as status of every activity from start to finish.

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Dan also utilizes the marketing data and client conversion reports to see the bigger picture.

“I just want to see the bottom line,” said Ross. “I need reliable data to make better decisions, and I trust I’m getting that with Avvo Ignite. I’m able to be quicker and more responsive managing the business.”

The Ross Law Group is extremely pleased that the technology performs as it says it will.

“With most software you never use all its capability - you only use what you need,” said Ross. “However, it’s different with Avvo Ignite Suite. I feel like we’re using 90% of what it offers - a big bonus for us and a nod to the tremendous power of the program.”