



The Situation: Lead Tracking with Excel

Jessica Anvar and her team at the consumer law firm Shainfeld & Anvar actively market the firm's services across the web. The firm has six websites, four online advertisements, one directory listing, two Facebook pages, and half a dozen other marketing sources. As a result, the firm receives hundreds of inquiries about its services each month from many different sources.

Before Avvo Ignite Suite, using a system of codes, they would manually enter each new lead into an Excel spreadsheet. The codes covered what type of lead it was, where it originated (website, online ad, etc.), and some additional details. With so many different marketing sources – all driving new leads across a range of legal issues – it quickly became too much for the team to handle.

“As a small firm, we could not continue to run our business this way.”

At the end of each month, Jessica would spend several hours reviewing the data and pulling reports using the auto-sum function in Excel. Her goal was to understand what marketing sources were driving new business, how well they were converting new leads and where they could improve.

“It was time-consuming and full of errors and wasn't giving us the view into our marketing that we wanted. We continued to spend money on Search Engine Optimization and Search Engine Marketing, but it was very difficult to calculate the return on our investment,” explained Anvar. “As a small firm, we could not continue to run our business this way.”

Case Study: Shainfeld & Anvar, PC



About Shainfeld & Anvar, PC

Jessica Anvar is the managing partner of Shainfeld & Anvar, PC, a consumer litigation law firm in Los Angeles.



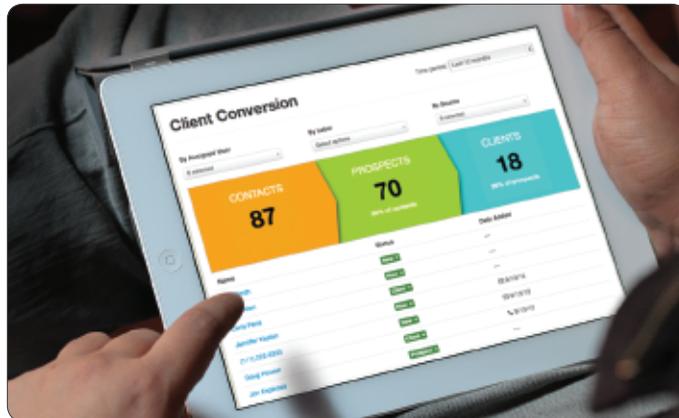
The Solution

Jessica searched for a solution to manage the firm's lead tracking and marketing efforts, but didn't find the right fit until she heard about **Avvo Ignite Suite** during an Avvo legal marketing webinar.

“Avvo Ignite Suite was exactly what our firm was looking for – conversion tracking, contact management, marketing analytics and reporting, all in one solution.”

Avvo Ignite Suite is cloud-based software that gives attorneys the tools and know-how needed to efficiently manage leads, close more clients, and get better results from their marketing efforts.

With Avvo Ignite Suite, when a potential client calls the firm or fills out a contact form, the lead information, including the source, is automatically entered into the platform. Using Avvo Ignite Suite's tagging feature, Jessica has also set up multiple labels for each source. She has even tailored the labels to the keywords used in her firm's SEM campaigns so she knows exactly which keywords are driving clients – and which are not.



The Results

Automatically capturing and tracking this information makes end-of-month reporting very comprehensive, yet also very simple – and has saved Jessica and her team **more than 8 hours per month**.

With a click of a button, Jessica can see how many leads came in from each source and how many turned into clients, with little to no error. She can connect those leads with the original marketing sources and identify the amount of revenue generated by each lead source and, in turn, each lead source's ROI. This information enables Jessica to identify and focus on the lead sources that generate the highest ROI and modify or reduce the amount spent on low-returning lead sources.

“With any new technology, I believe you should get back every dollar you put in. Avvo Ignite Suite far exceeds this.”

Looking Ahead

“The team at Avvo is incredible. The implementation was smooth, the interface is user-friendly, and our account manager is always available and eager to assist. We've even had the opportunity to request and receive new features and provide input on the product roadmap,” says Jessica.

Dollars and Sense

“Most attorneys don't understand how to manage their marketing and lead tracking processes. They don't have the time, don't see the need or don't understand how technology can make it happen,” she adds. “With Avvo Ignite Suite, you'll get insight that you didn't think was possible, and be able to make more informed decisions about how you spend your valuable time and money.”



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