



How Emerald Digital Transitioned The Law Center from an Idea to a Top Platform Connecting Personal Injury Victims with the Resources They Need

About the Client:



THE LAW CENTER

The Law Center:

As an online resource hub for individuals seeking trusted legal services, resources and information, The Law Center helps personal injury victims across the United States connect with expert personal injury lawyers in their respective state to not only guide them through their case, but get them the fair compensation they deserve.

The Law Center has connected thousands of individuals across the US connect with useful information regarding pharmaceutical drugs, recalls, defective devices, car accidents and more, as well as connect personal injury lawyers with qualified leads to reduce reliance on referrals alone.

“**These guys are bad ass, I trust them completely and they’re doing a great job for us.**

- Alan Holcomb, Partner at The Law Center

Industry:

Legal

Location:

United States

Services:

Digital Marketing

SEO

Paid Search

Content Creation

Social Marketing

Lead Generation

Public Relations

Website Development

Email Marketing



EMERALD
DIGITAL

The Challenge:



Transitioning a Concept into a Tangible Platform and Service

The Law Center originally came to Emerald Digital looking to transition the idea for its platform into a fully-functioning website and resource hub for victims of wrongful injury or death looking to connect with local personal injury lawyers within their respective states across the country.

Doug Moore, Founder and CEO, knew he needed the help of a full-service digital marketing agency to take The Law Center from concept to fruition, which included logo and brand ideation, website development and marketing services to not only bring the brand to life, but to start building authority within the legal space.

Outside of breathing life into The Law Center and building authority online, The Law Center also sought immediate qualified leads to generate cases for personal injury firms who signed as premier partners. To generate qualified leads for each firm, The Law Center executed targeted paid search campaigns and created optimized content on specific litigation areas in order to create touchpoints with individuals who were seeking the help of a local personal injury lawyer.

“ Not only is Emerald doing a great job, but they’re easy to work with!

- Alan Holcomb, Partner at The Law Center



The Solution:



Digital Marketing Experts with Proven Success

When Doug Moore first met Matthew Berman, president of Emerald Digital, they spent hours flushing out the details of Doug's conception of The Law Center. With its team of industry experts, Doug Moore concluded that Emerald Digital was uniquely positioned to take his vision of The Law Center and transform it into a nationally recognized leader in the legal industry.

With each partner firm specializing in different litigation areas, it was necessary for The Law Center to understand each firm's specific needs. Emerald Digital developed an individualized strategy for each of the firms to ensure the leads generated were valuable and compensable.

Emerald Digital developed a fully-optimized, data-driven website for The Law Center complete with branding identity and UX design. Our team focused on developing optimized content with an emphasis on personal injury keywords to bring in cases for the partner firms. Utilizing the expertise of our in-house public relations team, we branded each lawyer as experts in their respective fields within the media landscape. Emerald Digital developed branded social creatives, PPC ads, local SEO, and display campaigns to drive traffic to the website and convert qualified leads.

“ These guys are the best I've seen in my 25 years of practice. Warren H. Cohn and Matthew Berman are on the cutting edge of their field.

- Anthony Russo, Partner at The Law Center

The Result:

An 860% Increase in Goal Completions and 5.2 Million PR Impressions



Emerald Digital created a brand from the ground up that continues to build authority as a leading legal platform and provides essential resources to personal injury victims.

The Emerald Digital team produced a fully-optimized website with chatbot, click-to-call functionality, and interactive lead forms which generated immediate cases for The Law Center's partner firms. Social and keyword optimized creative plans were designed to capture specific audiences and drive users to the site and convert leads. The personal injury legal partners were positioned as experts within their respective legal fields to generate commentary in top outlets, like CNN and Fox.

Since starting with Emerald Digital in March of 2020, The Law Center has continued to expand and reach new goals. Not only has The Law Center become a fully-functioning platform providing resources to personal injury victims, but has seen a growing authority score month over month. In addition to an 860% increase in Goal Completions, The Law Center's increase in traffic and leads are attributed by premier media placements, targeted social media ads, HTML5, Display, and PPC Ads, as well as optimized website content.

Alongside its 860% increase in Goal Completions, The Law Center has also seen over 5.2 Million impressions from the Agency's Public Relations efforts. Partners of The Law Center have been featured in top outlets such as the Miami Herald, Washington Examiner, Texas Lawyer and Bloomberg Law.

The Law Center is now planning for the future by looking to expand its partners with law firms across the country. By ramping up digital marketing efforts, The Law Center is reaching its goal of becoming a premier platform for personal injury victims and the experienced personal injury lawyers they seek.

**Is your marketing strategy working to
generate your business leads?
It should be.**

Emerald Digital offers strategic marketing plans that work
to generate leads and move the needle forward for your
business.



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