

Case Study

Seglund Gabe Pawlak Groth, PLC



COMPANY OVERVIEW

Seglund Gabe Pawlak Groth & Kelley, PLC is a group of lawyers that provide high quality legal services to residents in Southeast Michigan. The law firm has been providing legal services to local residents and corporations for over 50 years. The firm was founded by Gene Schnelz, a former Oakland County Circuit Court Judge, and two other partners. The strong principles shared by the founding attorneys continue to govern how the firm interacts with their clients today.

CHALLENGE

Having been in business for over 50 years, Seglund Gabe Pawlak Groth & Kelley, PLC came to rely heavily on referrals and word of mouth for new cases. Over time, they discovered that this method did not create enough sales for their firm to expand. Since they did not have a marketing strategy in place, they were having difficulty expanding into other areas of law. After being rebranded and adding new partners, they needed a strong marketing strategy and vision to showcase their extensive experience and talent.

“Momentum has brought the insight to our group that allows us to focus on our goals and achieve them through our partnership.”

— Seglund

SERVICES

- Website Design
- Marketing Strategy
- Search Advertising
- Local Listings

BY THE NUMBERS

★ 47

Monthly Leads

↑ 22%

Organic Traffic

↑ 20%

Monthly Unique Users

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SOLUTION

Seglund Gabe Pawlak Groth & Kelley, PLC was given a brand new online presence that was user-friendly and mobile responsive. The PPC strategy was created to generate more qualified leads and expand their practice into other areas of law they had not been able to prior.

After the implementation of our strategies, the PPC campaign along with the new website has allowed them obtain new clients and given them insight into what areas of their business could use improvement.

In only 90 days, we were able to determine which services and geographic areas were producing the most leads and new sales. This allowed us to double-down on the most effective campaigns, increasing ROI and expanding their new practices areas even faster than expected.

KEY WEBSITE OUTCOMES

- Mobile friendly website
- Upsurge of page views
- Adwords optimization
- Continually lead growth
- High conversion rates

Seglund Gabe Pawlak Groth & Kelley, PLC Website - www.michlaw.biz



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RESULTS

Since partnering with Momentum, Seglund Gabe Pawlak Groth & Kelley, PLC has increased leads month-over-month and year-over-year with a 200% increase from October 2015 to October 2016. They are now holding an impressive 18% conversion rate - which is nearly double the industry average.

As website visitors and advertising reach continues to grow - so does their brand awareness. Seglund Gabe Pawlak Groth & Kelley, PLC continues to reinvest and expand their campaign allowing them to achieve their goal of obtaining new clients in new areas of law with Momentum to this day.

KEY OUTCOMES

- 45 new leads per month
- 1.4k page views on website per month
- 9k Impressions per month

