

LAW OFFICE OF TODD M. FRIEDMAN, PC

## CASE STUDY

**ATTORNEY:** Todd M. Friedman**RECOGNITION:**Selected to the  
2016 Super Lawyers list**FIRM:**

Law Office of Todd M. Friedman, PC

**SCOPE AND SERVICES:**

Employment and Consumer Rights

**LOCATIONS:**Beverly Hills and Costa Mesa, California  
Chicago, Illinois  
Cleveland, Ohio  
King of Prussia, Pennsylvania**MARKETING SOLUTIONS:** Social media, blog, mobile-focused website, pay-per-click advertising (PPC), Super Lawyers Premium Online Attorney Profile, FindLaw and Super Lawyers Directory, Super Lawyers print advertising.

First-time Super Lawyers selectee, Todd M. Friedman, is the founding partner of the Law Office of Todd M. Friedman, PC. With more than 15 years of experience and a comprehensive integrated marketing plan, Todd has established a strong reputation and the firm has seen steady growth over time. Most notable has been the firm's social media-driven content campaign combined with current FindLaw and Super Lawyers offerings which have created a steady flow of potential clients contacting the firm.

**FIRM GOAL:** Establish its position as the “go-to” firm for employment law and consumer rights

Todd Friedman represents clients throughout the country and focuses his practice primarily on employment law matters. He assists employees who have been harmed in cases involving wrongful termination, sexual harassment, retaliation and wage and hour violations. That expertise coupled with his Super Lawyers selection has created no doubt that Todd is an authority figure when it comes to employment law and consumer rights.

However, Todd was seeking ways to further strengthen his position as an expert and increase his credibility among peers and potential clients. He wanted to establish his firm as the “go-to” place for employment law and consumer rights issues. In order to accomplish this, and in turn drive more potential clients to contact the firm, he felt he needed to bolster the visibility of his legal services.

“I WAS TRULY INTERESTED  
IN PROVIDING VALUE TO  
POTENTIAL CLIENTS  
VISITING OUR WEBSITE.”

- ATTORNEY TODD M. FRIEDMAN

## SUPER LAWYERS AND FINDLAW SOLUTION

Todd consulted with the FindLaw and Super Lawyers teams and determined that creating timely, relevant content that showcased himself as an expert was the best way to gain trust with prospective clients and stay top-of-mind with past clients. They created a unique content strategy that quickly built brand awareness for the firm. The approach included:

- **Expert Content:** With help from content specialists, the firm created two customized white papers: *Can They Make Me Pay For That?* and *Is That Legal? A Worker's Guide to Spotting Employment Discrimination*. Both pieces featured content Todd is particularly passionate about and led to an increase in visibility and name recognition for the firm.
- **Promoted Social Ads:** Targeted Facebook and Twitter advertising optimized the firm's content distribution. Paid social media posts put Todd's firm in front of an audience that was ready to read, share and engage with their content. FindLaw's experts targeted people within 10 miles of Beverly Hills, along with a set age range and education level so Todd was reaching his ideal clients.
- **Multiple Touch Points:** Both white papers were prominently featured on the firm's mobile-optimized website along with Todd's Super Lawyers Premium Online Attorney Profile. They were also featured in a monthly e-newsletter and parceled out into a series of blog posts so the firm's brand could receive maximum exposure.
- **An Integrated Approach:** In addition to content, the team ran an ad in the 2016 Southern California *Super Lawyers Magazine* and saw a number of high-quality leads from an aggressive, coordinated PPC campaign.

## RESULTS

At the end of the day, this comprehensive approach greatly increased awareness for Todd's expertise and helped position him as the market's employment law and consumer rights expert. Results included:

- Todd's Super Lawyers Premium Online Attorney Profile saw a threefold increase in overall traffic for the duration of the social media campaign.
- More than 29,000 unique people were reached on Facebook and Twitter.
- Numerous word-of-mouth references mentioned the employment law white paper.
- 145 visitors to the firm's FindLaw site, with 23 percent of them downloading a white paper.

"I've been more than pleased with the amount of leads my Super Lawyers and FindLaw marketing strategy has produced. Even the people that don't become clients right away are so valuable to have in the pipeline to cultivate along the way."

- ATTORNEY TODD M. FRIEDMAN

## ABOUT SUPER LAWYERS

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