

DEBRA R. SCHOENBERG  
SCHOENBERG FAMILY LAW GROUP, P.C.

## CASE STUDY



**ATTORNEY:** Debra R. Schoenberg

**SELECTIONS:**

Selected to Super Lawyers:  
2007-2008, 2011, 2014-2016

**FIRM:**

Schoenberg Family Law Group, PC

**SCOPE AND SERVICES:** Family Law

**MARKETING SOLUTIONS:** Premium Online Attorney Profile, multiple TopSpot subscriptions, diverse print advertising products, branded recognition items

Schoenberg Family Law Group recognizes that in order to reach their ideal client base and be seen as experts in their field, they need an integrated marketing campaign that encompasses online and print. Their multi-faceted marketing approach, combined with the vast knowledge and experience of their attorneys, has elevated them above the competition as a leading family law firm.

“WHEN I SAT DOWN AND TOOK A LOOK AT THE BROAD SPECTRUM OF MARKETING OPTIONS OUT THERE, IT WAS OBVIOUS THAT SUPER LAWYERS WAS THE PLACE TO BE.”

- ATTORNEY DEBRA R. SCHOENBERG



### **FIRM GOAL:** to stand out in a complex and crowded family law marketplace by leveraging Super Lawyers recognition

Debra R. Schoenberg is the founder of Schoenberg Family Law Group, P.C., located in San Francisco, California. For more than 30 years, she has focused her practice exclusively in the area of family law, handling a variety of matters on behalf of clients in San Francisco and throughout the Bay Area, including contested custody disputes and the division of property in complex divorce cases. As a six-time Super Lawyers selectee, Debra has valued leveraging the Super Lawyers distinction that only five percent of attorneys in Northern California receive, using it as a catalyst for the firm's development.

As a boutique matrimonial law firm in San Francisco competing against other firms, Debra knew how important it was to publicize her accomplishments. Her business development goals involved three key factors: increasing traffic to her Premium Online Attorney Profile, reaching an affluent demographic and strengthening the firm's footprint in Northern California through third-party validation.

## SUPER LAWYERS SOLUTION

- **Bolstered Online Presence:** Promoting Debra's Super Lawyers honor online has led to an increase in visibility and name recognition for the firm. Traffic from her Premium Online Attorney Profile to her firm's website has been on a continual rise over the past year, resulting in high-quality leads.
- **Top Placement on SuperLawyers.com:** With a total of 16 TopSpots, Debra Schoenberg has exclusive top-five placement in the SuperLawyers.com attorney directory, allowing her to target clients by 16 different practice area and geographic location combinations. This tactile approach has led to an uptick in online profile visits from potential clients in her target cities.
- **The Power of Print:** Magazine advertising was an important component of Debra's integrated marketing plan that helped build brand awareness and engage her firm's audience. Schoenberg Family Law Group received substantial word-of-mouth recognition from a half-page ad ran in *The Top Women Attorneys in Northern California* special Super Lawyers section, which appeared in the December 2015 issue of *San Francisco* magazine.

## RESULTS

25x

Twenty five times more page views to Debra's Premium Online Attorney Profile than that of non-print purchasers across all online profile types in Northern California.

10%

Ten percent increase in visits to Debra's Premium Online Attorney Profile due to an aggressive approach of targeting 16 different practice area and location combinations with TopSpots.

3.6x

Visitors to the Schoenberg Family Law Group website coming from SuperLawyers.com were 3.6x more likely to contact the firm than if they were coming from Google.

"We put a lot of effort into tracking where our potential clients are coming from. It's been a pleasant surprise seeing Super Lawyers as a vehicle for some of this growth."

-ATTORNEY DEBRA R. SCHOENBERG

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