

ROB SULLIVAN  
SULLIVAN LAW LLC

## CASE STUDY



**Attorney:**  
Rob Sullivan

**SELECTIONS:**  
Super Lawyers: 2010-2018

**FIRM:**  
Sullivan Law LLC;  
Kansas City, Missouri

**SIZE:** Three attorneys

**SCOPE AND SERVICES:** Personal injury

### MARKETING SOLUTIONS:

Rob Sullivan knew he wanted less time between cases and more ability to focus on the large cases for which he's developed a sterling reputation. In conversation with the Super Lawyers and FindLaw marketing consultant, they implemented these solutions:

Mobile-Focused Website, Super Lawyers Premium Online Attorney Profile, Super Lawyers Directory TopSpots and Ads, Print Ads in Missouri and Kansas *Super Lawyers Magazine*, Ask Super Lawyers Page, Prospect Manager and Chat.

“I AM LOOKING FOR THE NEEDLE IN THE HAYSTACK. IT'S A NUMBERS GAME, SO I WANT THE NUMBERS TO BE HIGH AND THEN I'LL FIND IT.”

- ATTORNEY ROB SULLIVAN

### FIRM GOAL: increase the number of leads contacting the firm in order to secure more high-value cases.

As a nine-time Super Lawyers listee, Sullivan has first-hand knowledge of the referral power behind a selection. In fact, he uses the magazine to refer out cases and maintains a regional list of Super Lawyers selectees he trusts to take national cases that come his way.

When Sullivan started his own firm, he didn't know the extent to which an online and print marketing strategy could bolster business. As someone known for winning unwinnable cases, he loves a challenge. However, he was growing impatient with the long waiting periods between large cases.

Because Sullivan wanted to bring in more cases, refer more cases and keep a steady stream of cases that would change how he approached the big ones, he contacted his local marketing consultant. Sullivan did not want to grow the firm's size, but he knew he needed more opportunity to find the intricate and time-consuming plaintiff cases that pay off.

In response, Sullivan and his local Super Lawyers and FindLaw marketing consultant designed a plan to help Sullivan receive enough contacts to find the needle in the haystack. With just a couple of those cases, Sullivan would easily make back his marketing spend without inundating the firm to a point where intake was a major issue.

## SUPER LAWYERS SOLUTION

Sullivan Law set up an multi-pronged marketing strategy, making print and online advertising work in concert to provide the best possible products liability, wrongful death and motor vehicle accident cases.

- **Upgrade Web Presence:** Collaborating with the FindLaw team, Sullivan Law redesigned their website and are now able to more accurately track the traffic from across Super Lawyers and FindLaw properties, as well as from common search engines and social media platforms. Also, they are able to provide a mobile-optimized experience for potential customers.
- **Expand Brand Exposure to 24,000 Attorneys:** Sullivan extended his ability to reach fellow attorneys with referral opportunities by developing a full page ad in the Missouri and Kansas Super Lawyers Magazine. In addition, he gained greater visibility in the legal community, with 74 percent of Super Lawyers Magazine keeping each magazine for future reference, according to the Super Lawyers Readership Survey.
- **Create Targeted Content:** Sullivan leveraged expert content with Ask Super Lawyers pages covering personal injury questions that legal consumers are asking.
- **Diversify Online Touch Points:** Sullivan secured ads in several personal injury and motor vehicle accident targeted practice areas on Super Lawyers.com and FindLaw.com. As a result, he saw a substantial increase in views to his firm's profile and clicks to websites, profiles, to call and to email. In addition, purchasing a Premium Online Attorney Profile on SuperLawyers.com provided him with more than a 1,000 more views than the previous year.

## RESULTS

The firm's approach has led to more leads and two cases with large payouts expected. Sullivan said he anticipates those two cases will cover the entirety of his marketing budget for a year, if not more. With print and online ads, an enhanced and targeted directory presence and an updated web presence, Sullivan Law has seen an expanded reach to legal consumers locally and nationally. The firm's site has also seen nearly 20 percent of visits come from mobile since making the updates. Since March, clicks to his website from his Super Lawyers directory advertisements have increased by 42 percent and clicks to call have increased by 66 percent.

**1,695** Views of Rob Sullivan's Super Lawyers profile in the last year.

**625** Clicks to call or email on Sullivan Law's FindLaw and Super Lawyers directory listings in the last six months.

*“Every year the Missouri & Kansas Super Lawyers Magazine comes out, I get a call for someone to refer a case. Print keeps us top-of-mind.”*

—ATTORNEY ROB SULLIVAN

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