

CASE STUDY: Lawfirm, Heise & Heise LLC



Heise & Heise, LLP is a real estate law firm, committed to serving businesses, developers, and distressed property owners throughout Maryland and Washington, DC.. A natural born entrepreneur, firm owner J. Todd Heise knew he always wanted to work for himself and opened Heise & Heise, LLC in 2003.

From its inception, Heise & Heise has prided itself on the tailored attention given to each client. The firm sets itself apart by finding innovative solutions to client issues, but when it came to standing out online, Heise & Heise struggled to make an appearance.

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- J. Todd Heise, Owner, Heise & Heise LLC

Marketing Problem

Real estate is a highly competitive industry and agents often utilize new marketing technology to get clients. Law firms, held back by years by advertising regulations, are only recently catching up to modern marketing tactics, despite being a highly competitive industry.

Aware of this challenge, Todd knew that the traditional marketing methods used by most firms would not be enough for his firm to succeed and grow. He wanted get ahead of his competition and stand out to potential clients on search engines. This would require an approach to marketing as innovative as the solutions Heise & Heise provides its clients. Todd knew that the key to this innovative solution would be in marketing like a real estate agency, not like a law firm. But applying new school tactics to an old school profession meant a lot of unfamiliar and uncharted territory. Digital marketing was not only new to the field, but marketing altogether was not Todd's specialty.

Marketing Solution

In the past, Todd's attempts to market his business were similar to many small business owners, but his efforts were disjointed and failed to drive the results he needed. With no clear path or overarching plan, Todd saw little success. Unequipped for marketing, let alone digital marketing in a conventional space, Todd felt stuck.

When a local real estate agent and ThriveHive client told Todd about her success, he was intrigued and scheduled a demo of ThriveHive's Guided Marketing Platform.

Todd was sold on ThriveHive's combination of technology and human expertise to help guide him through marketing

his law firm. He was impressed not only with the marketing recommendations, but also with ThriveHive's innovative approach of both personal and data-driven guidance. As a lawyer, the data on the Guided Marketing Platform gave Todd the confidence that he could see all of the results of his marketing.

Todd started off with ThriveHive's Guided Marketing Platform with the Marketing Coach add-on service. Todd's Marketing Coach started by creating a customized plan for the law firm. Then he broke down the marketing activities to get there into actionable steps. "I really enjoy the tailored approach to improving my marketing efforts. The one-on-one coaching model keeps me motivated and keeps my efforts and objectives fresh."

Marketing was relatively new territory for Todd and the Guided Marketing Platform made it easy for him to do all of his marketing activities in one place. From posting on social media, learning SEO tips, blogging, tracking, and managing leads ThriveHive was the perfect solution,

“What I liked about it was that it was an all-in-one solution with recommendations and a website. I didn't need to use any other tools!”

- J. Todd Heise, Owner, Heise & Heise LLC

Todd's Marketing Coach first walked Todd through improving his existing website, which he had built through a DIY site. By including certain relevant keywords, and adding more pages that were useful to clients, he was able to optimize his site for search so that it would rank higher on search engine results pages.

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With some encouragement from his Marketing Coach, Todd also began blogging on his website. By publishing relevant and useful content regularly, Todd could portray his law firm as a thought leader in the real estate sector and make his website even more discoverable by online searchers.

Todd also worked with his Marketing Coach to get his law firm listed on various online directories where potential customers would be searching for attorneys and worked on a process for obtaining customer reviews on the sites.

With the website and SEO efforts guided by the Marketing Coach, Heise & Heise began seeing a steady rise in organic website traffic and leads. With the platform analytics, Todd could see that by June of 2016, he had generated 50 leads in a single month.

ThriveHive's Guided Marketing Platform enables Todd to carry out all of his marketing activities in one place. He can share his blog posts on social channels with the click of a button, he can see when new leads come in, and he can see how customers are interacting with his business. The platform's dashboard allows him to easily navigate through his marketing activities, stay on task with his goals, and keep track of his progress.

The data provided by the Guided Marketing Platform allows Todd to monitor both his and his customers' activities. The analytics compiles that data so Todd can measure success and track efforts, and also provides recommendations based on the data. With the platform's reporting capabilities and the marketing coach to help drive further insights from these reports, Todd gets a clear, evidence-based picture of what's working and what to do next.

After a few months, Todd decided to switch to a website powered by ThriveHive. The new site was optimized for search and responsive across devices. It had a clear call to action, tracked calls, and lead forms. A month after the new website launched, Heise & Heise leads more than doubled, from 50 in June to 117 in July.

Todd's Marketing Coach provides additional bite sized tidbits along the way, such as promoting blog posts on Google+. "When you're busy bringing in business, you don't have a ton of time to market. Getting a long list of things to do or being told about a large task to undertake is daunting, so the tiny tips and small steps were great," said Heise.

Not only did the Marketing Coach provide useful and customized recommendations, the easy-to-use platform enabled Todd to execute the steps, track them, and

measure their success, all in one place. "Marketing is only good if it reaches the people who will use your business," says Faingezicht. "The Guided Marketing Platform uses data to show business owners the actions, channels, and targets that will turn their marketing efforts into success."

Results

As a result of the SEO efforts, optimized website, and customer reviews, Todd's online visibility improved. He achieved his initial goal of outranking his competition in search results—his business now shows up in the top three sites for his target search terms—and his listing in local results is accompanied by 5-star reviews.

"This product has really improved my marketing reach. I have consistently climbed up the Google rankings and am usually in the top three organic rankings for real estate attorneys. For the first time ever I am starting to get business beyond my normal word of mouth network. The number of people that call and inform me that they found me online is incredible."

In addition to more than tripling his lead generation, Todd has gained new insights into his business, thanks to the analytics and data collection provided by the Guided Marketing Platform.

For example, he was able to recognize that Google+ is a key channel for his campaigns, yielding 30% and sometimes 50% of his leads per month.

Before ThriveHive, Todd hadn't been able to successfully market his business because he had neither the time nor the resources, and no direction. Now, with more marketing knowledge and simplified but targeted processes, Todd has a firm grasp on what his business needs to do to grow.

Todd didn't need to become a marketing expert or to allocate hours and dollars toward growing his practice. With a combination of human expertise and technological assistance, he was able to efficiently market his firm, freeing up time to attend to his new clients.

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