



Success Story: Mark Renken, Attorney at Law

Products: Search Engine Marketing (SEM) | Retargeting | Total Website Plus with Local Listings Builder

The Challenge

Mark Renken, Attorney at Law, is a criminal defense lawyer in Memphis, TN. To gain more customers for his practice, Mark was utilizing a Direct Mail program where he would send mailers to people charged with a felony. When that program was discontinued, Mark began vetting various marketing agencies, but quickly got frustrated. "I felt like I was not getting anyone real. Some companies would bombard me with ads, and for others, something was just not quite right about them."

The Solution

"Then I talked to Thrivehive," Mark explains, "and they convinced me of their expertise. I could tell they knew what they were talking about." Mark and his ThriveHive experts talked through his goals, and decided to use the following ThriveHive services:

Total Website Plus with Local Listings Builder: a professional website optimized for search engines, our ThriveHive Guided Marketing Platform, and optimized presence on online directories and review sites

SEM: paid advertisements that show at the top of relevant search engine results pages which includes a landing page designed specifically for conversions and call tracking
Retargeting: ads placed in front of people who have previously visited his site

The Results

With the proper marketing tactics in place to help Mark get found by people needing his services, Mark began seeing results. Since Mark's campaigns started, ThriveHive has driven 248 calls and 21 form submissions for his practice, and Mark is averaging 20-30 new leads per month. "When my mailing service stopped, my phone stopped ringing too. When I got on board with ThriveHive, it started ringing again and new clients started coming in. These next two months are looking very good for my practice. I just got a case I would not have gotten otherwise without ThriveHive's help."

The ThriveHive Experience

Mark is happy to share that ThriveHive didn't just help him to get online and then disappear. The experts at ThriveHive continue to monitor Mark's campaign and help him through every step of the marketing process. "My ThriveHive team members are always very prepared and knowledgeable, and there's a lot of guidance and feedback. If I have a question, I get an answer within 30 minutes. They're also just friendly and cheerful so it's a pleasure to talk to them."

"They give me a lot of encouragement with my marketing. They answer my questions, they're thorough, they know what they're talking about."

-Mark Renken, Attorney at Law



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*Additional campaign stats:
Dominating impression share for highly competitive law vertical: 61% overall campaign Almost 5% average CTR for entire campaign (standard is 2%)*