

CASE STUDY

KAPLAN LAWYERS, P.C.

STARTING FROM SCRATCH

Gladiator Law Marketing is proud to be the marketing firm of choice for Kaplan Lawyers, P.C. As a new practice, the firm had several unique hurdles to overcome - *and quickly!* Through the continued implementation of an aggressive and robust online strategy, Kaplan Lawyers, P.C. is a thriving young law firm.

"WE HAD EXACTLY ZERO CASES AS A START-UP. NOW, WE HAVE FIVE OFFICES AND OUR PRACTICE CONTINUES TO GROW."

IMPLEMENT REDESIGN 01

For this start-up practice in NYC, the new design had to emphasize both place and brand. To quickly build the firm's caseload, it was critical to convert potential clients through the new site.

"We were a start-up business in 2013, and within two years of working together we have grown from one employee to eight with expectations of another four people being added in 2015. Gladiator is our sole marketing company and will continue to be for years to come."

Richard Sabatino, Executive Director
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OFFICES IN NYC, MASSACHUSETTS, BROOKLYN, SUFFOLK COUNTY, AND QUEENS

ACCIDENT? CLICK HERE DO I HAVE A CASE?

NYC Injury Lawyers & Accident Attorneys
New York City is an exciting place to live, work, and play. The streets and sidewalks are full of people who may or may not call our City home. But while folks from out of town take in the sights and stand on sidewalks gazing up in wonder at our skyscrapers, New Yorkers rush about the business of getting safely to their jobs and back home to provide for their families.

Personal Injury | Car Accidents | Medical Malpractice | Slip & Fall | See All

With the sheer numbers of people moving through the streets of our City, on foot or in motor vehicles, it's inevitable that an accident will happen. Something as simple as tripping over a mop bucket left outside a restaurant, being clipped by a taxi that went through the pedestrian crosswalk too quickly, or getting rear-ended by a driver who's not paying attention to the stop-and-go traffic—any imaginable type of accident could change your life in the blink of an eye. The accident may not have been your fault, but it could put you deeply in debt, unable to pay your bills or provide for your family.

For immediate help: Contact Us Online

Kaplan Can!
FREE CASE EVALUATION

Name *
Email * Phone *
How can we help?
Click to Send

DIVERSE MARKETING 02

We worked closely with Kaplan Lawyers to engineer a multi-phase Web campaign that would adapt to the budgetary fluctuations of a new practice. The scale and diversity of the firm's marketing has grown along with the results from their investment.

Nobody has unlimited resources - especially a new law firm. The key to success has been to balance both short-term and long-term marketing strategies to prioritize budgetary allocations based on business objectives. By maximizing return through the creative staggering of marketing initiatives, the firm's Web marketing has been a driver of growth for the practice.

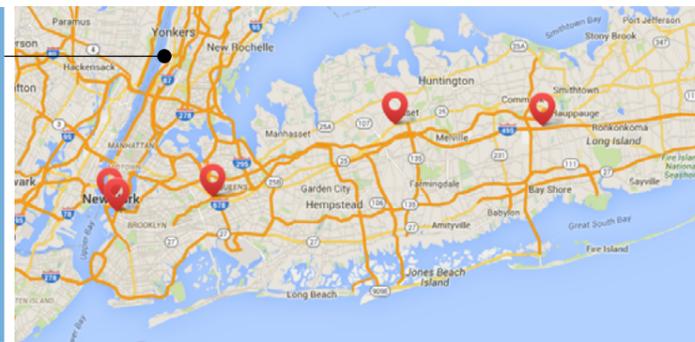
Gladiator Law Marketing provides search marketing services, social media marketing, content development and promotion, and advertising solutions for Kaplan Lawyers, P.C.

IMPRESSIVE RESULTS 03

The key to success in the competitive NYC market has been to aggressively adapt Web marketing strategies dependent on the firm's growth.

"Having a national experience in the SEO and AdWords market and being willing to provide that type of exceptional, national product to the local market is unique. It's just not something that's done very often. It's almost like philanthropy!"

Working with large law firms who have seemingly endless budgets is a luxury that can breed complacency in marketing companies. Kaplan Lawyers was looking for a different approach, and they found that with Gladiator Law Marketing. Our transparency has ensured the firm always knows exactly where their marketing dollars are being applied and has facilitated an ongoing analysis of what strategies are working best and where to allocate additional funds for maximum growth.



ANNUAL PERFORMANCE

Total Traffic: **+32%**
Organic Search: **+130%**
Facebook: **+33%**

CONTINUED EXPANSION 04

Despite the firm's rapid growth, this is only the start for Kaplan Lawyers as their Web marketing activities continue to expand.

"Gladiator Law Marketing is not looking to be the biggest, but they do strive to beat them day in and day out. These guys absolutely know what they're doing."

"I made the choice of Gladiator Law Marketing due to having over ten years in the business, several with members of the Gladiator team. **Gladiator is straightforward in their pricing, upfront on what they can and cannot do, and they don't give excuses.** They provide the answer... not the answer you want to hear, but the real answer. How many vendors will actually tell you the truth? They're few and far between, especially in the Internet arena.

"We meet with Gladiator every six months. In person, not on a conference call, but in person. We sit down face to face, talk about what's worked and, more importantly, where we're going. Gladiator helps ensure our marketing is aligned with our business objectives. **Gladiator is very pliable - very rarely, if ever, does the word 'no' come out - it's about the partnership deciding the best use and direction of our marketing dollars.**

"They are a boutique organization that comes with the background and experience of a national organization. Try finding that in the marketplace!!!"

- Richard Sabatino (New York, NY)