



SUCCESS CASE STUDIES

Transforming
Estate Planning Practices

How Comprehensive Digital Marketing
Strategies Yield Remarkable Results

IMS Success Case Studies: Transforming Estate Planning Practices

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Introduction

Navigating the Complex World of Digital Marketing for Estate Planning and Elder Law

Challenges Specific to Estate Planning and Elder Law

In the evolving landscape of estate planning and elder law, the challenges of effectively reaching potential clients through digital marketing are numerous and complex. Attorneys in these specialized fields often find themselves grappling with an audience that requires not just awareness of their services, but also trust and a deep understanding of their unique needs. The digital marketing arena is fraught with hurdles including increased competition, the need for highly targeted messaging, and the challenge of conveying expertise and reliability online.

Estate planning and elder law are areas of practice that deal with sensitive, often critical issues related to personal and family futures. Clients are not just looking for legal expertise; they seek assurance, empathy, and confidentiality. How does one convey such qualities through the digital medium, which is often perceived as impersonal? Moreover, the rapid changes in online marketing tools and strategies demand continual learning and adaptation, which can be daunting for professionals whose primary focus is law, not digital algorithms.

Enter [Integrity Marketing Solutions](#) (IMS)

At IMS, we understand that digital marketing for estate planning and elder law isn't just about reaching a wide audience; it's about reaching the right audience with the right message at the right time. Founded on the principles of integrity, expertise, and a client-centered approach, our mission is to transform how attorneys connect with their potential clients through comprehensive, customized marketing strategies.

Our holistic approach to digital marketing encompasses a broad range of tactics, from search engine optimization (SEO) and pay-per-click (PPC) advertising to content marketing, social media engagement, and beyond. We don't just focus on one aspect of digital marketing; we create a synergistic strategy that leverages the strengths of various channels to build a robust online presence for our clients. This method ensures that every marketing dollar spent is an investment toward building a sustainable practice that attracts and retains clients effectively.

At the heart of our strategy is a deep understanding of the nuances of estate planning and elder law. We recognize that the decision-making process for clients in this area is influenced heavily by trust and authority. To this end, our marketing efforts are geared towards establishing our clients as thought leaders and trustworthy advisors in their community. Through carefully crafted content, targeted ads, and a strong emphasis on reputation management, we help our clients become the go-to experts that potential clients think of and turn to during their times of need.

Moreover, we believe in the power of data-driven decisions. Our strategies are continually refined based on comprehensive analytics and feedback loops that measure effectiveness and engagement. This adaptive approach not only keeps our strategies aligned with the latest marketing trends but also responsive to the specific behaviors and preferences of the target audience in the legal field.

By partnering with Integrity Marketing Solutions, estate planning and elder law attorneys gain more than just a service provider; they gain a partner who is committed to their success. We take pride in our ability to understand and anticipate the needs of both our clients and their prospective clients, crafting strategies that resonate on a personal level, yet speak volumes about professionalism and excellence.

As you read the case studies featured in this e-book, you will see concrete examples of how our integrated marketing strategies have revolutionized the practices of numerous estate planning and elder law attorneys. From dramatically increasing leads with optimized ad spending to enhancing engagement through strategic content initiatives, these stories are a testament to the transformative power of effective digital marketing when executed with expertise and a deep commitment to client success.

Welcome to **IMS Success Case Studies: Transforming Estate Planning Practices**. Prepare to explore how strategic digital marketing can elevate your practice, broaden your client base, and secure your position as a leader in the legal landscape.



Attorney Shawn McCammon

Boosting Lead Generation on a Budget

Firm Overview

Shawn McCammon, the founder of [McCammon Law](#), has established his practice as a trusted resource in Texas for estate planning, probate, and business planning services. Dedicated to helping individuals, families, and business owners navigate the complexities of securing their future, McCammon Law offers a comprehensive array of services. These include the creation of wills, trusts, powers of attorney, advanced healthcare directives, and thoughtful strategies for business succession planning. The firm also handles probate matters, assisting clients in efficiently settling estates and navigating the legal processes that follow the loss of a loved one.

With a commitment to personalized, compassionate legal advice, the firm ensures that every client receives tailored solutions that protect their assets, honor their wishes, and support their business objectives. McCammon Law simplifies the legal process and emphasizes clear communication, helping clients understand their options and make informed decisions. By focusing on comprehensive legal solutions, McCammon Law aims to provide peace of mind and facilitate seamless transitions through all of life's stages.

Challenges Prior to Partnering with Integrity Marketing Solutions

Despite the firm's dedication to service and client care, McCammon Law faced significant challenges in digital marketing. Their internal efforts, although earnest, lacked the strategic framework necessary for impactful results. The firm was investing in various digital marketing tactics—such as Local Service Ads that were not optimized, non-targeted boosts of Facebook posts, and inconsistent blogging and email marketing. This approach led to scattered marketing efforts that failed to harness the full potential of digital tools, resulting in wasted expenditures and minimal engagement.

Strategic Overhaul with Integrity Marketing Solutions

To harness the true potential of digital marketing for McCammon Law, Integrity Marketing Solutions implemented a comprehensive and cohesive strategy that included:

Optimized Google Search Ads & Local Service Ads

We refined the targeting and optimization of these ads to ensure maximum visibility and engagement from highly motivated local prospects.

Website Optimization

Enhancements were made to the usability and SEO of the firm's website to improve organic search rankings and user engagement, making the site a cornerstone of the firm's marketing strategy.

Syndicated Blogs and Newsletters

By providing weekly access to high-quality, relevant estate planning content, we helped establish Shawn McCammon as a thought leader in his field, attracting and retaining a dedicated readership.

Targeted Email Campaigns

We created two automated weekly and monthly email campaigns in the firm's CRM to share the syndicated content, maintain top-of-mind brand awareness, and regularly engage both existing and potential clients.

Results

Comparative Analysis

In the dynamic world of digital marketing, particularly in the specialized field of estate planning, performance metrics can vary significantly across different campaigns and strategies. It's informative to compare these results to understand the effectiveness of various approaches.

One of our competitors recently shared their Google pay-per-click (PPC) advertising results for an estate planning client. They reported achieving 8 conversions from an ad spend of \$940, with a cost-per-conversion (CPC) of \$43. While any positive results in PPC advertising can be viewed as a success, it's crucial to examine the efficiency and scalability of the spending and outcomes.

In contrast, Integrity Marketing Solutions has demonstrated a more cost-effective approach with our client, Shawn McCammon. Here's a recap of what we achieved for McCammon Law:

- **Significantly Higher Conversion Rate:** For an ad spend of just \$1,067.45, McCammon Law secured 43 high-quality leads. This contrasts sharply with our competitor's 8 conversions for \$940.
- **Lower Cost-Per-Conversion:** Our strategy achieved an average cost-per-conversion of just \$24.82, far below the \$43 CPC reported by our competitor. Even more impressive was our remarketing campaign, which generated leads at just \$7.64 each.

These figures not only underline the precision and effectiveness of our targeted advertising strategies but also highlight our ability to deliver substantial value at a lower cost. Our approach focuses on maximizing the return on investment, ensuring that each dollar spent goes further in generating qualified leads and conversions.

Why This Matters

The direct comparison showcases the tangible benefits of choosing Integrity Marketing Solutions. Our nuanced understanding of digital marketing for estate planning allows us to craft strategies that are not just effective, but also efficient. By leveraging targeted ads, optimized spending, and strategic content, we deliver superior results that help our clients grow their practices more sustainably.

McCammon Law Results

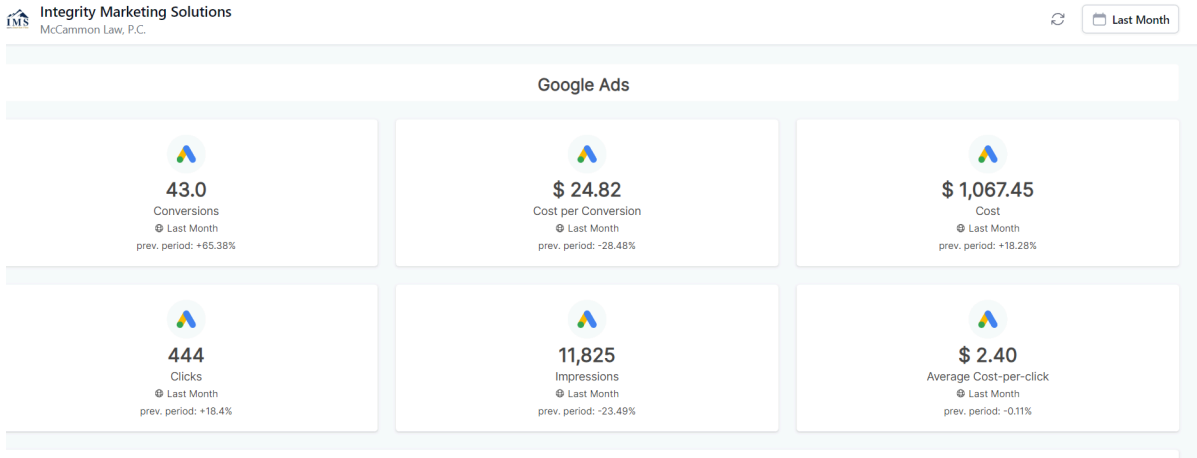
Our strategic implementation led to transformative results for McCammon Law:

Web Traffic Surge

In the first year of our partnership, monthly website users increased by 75%, and direct web leads soared by 92%, comparing data from August before ad implementation to April six months later.

Increased Lead Generation

Targeted paid ads strategy significantly increased lead generation, yielding an extra 56 leads per month. Notably, one month recorded 43 high-quality leads from a modest ad spend of just \$1,067.45, averaging a cost per lead of \$24.82 and a cost per click of \$2.40.



Remarketing Success

The firm’s remarketing campaigns were particularly successful, generating leads at an astonishingly low \$7.64 per lead. These campaigns targeted high-intent searches within Shawn's local market, bringing in well-qualified leads.

Shawn’s 5-Star Review of IMS

In Shawn’s own words, he’s enjoyed working with the “great team” at IMS, especially his account manager, Amber!



Shawn McCammon

3 reviews



39 minutes ago

NEW

IMS has great team, and I've enjoyed working with Amber. Knowledgeable, nice and quick to respond to questions.



Attorney Philip Ruce

Doubling Leads in a Competitive Market

Firm Overview

[Stone Arch Law Office](#), led by attorney Philip Ruce, is known for its commitment to helping families and individuals in Minneapolis, Minnesota navigate the complexities of estate planning, probate, and trust administration. The firm prides itself on offering

straightforward, personable, and knowledgeable legal advice, aiming to make estate planning as accessible and understandable as possible. With a focus on building lasting relationships with clients, Stone Arch Law Office specializes in creating customized estate plans that reflect the specific needs and wishes of each client, ensuring their legacy and assets are protected. Their services extend to handling sensitive probate matters and managing trust administrations with the utmost care and professionalism.

Challenges

When Philip Ruce of Stone Arch Law Office first approached Integrity Marketing Solutions, he was encountering significant challenges with his existing marketing agency. Despite working with a full-service firm, there was a lack of accountability regarding campaign results and lead flow. Initial assessments revealed a high cost per conversion on Google pay-per-click ads, and the website's SEO performance was not living up to its potential. The firm needed a marketing partner who could take ownership of the campaigns and drive tangible improvements.

Strategic Overhaul

Recognizing the competitive nature of the Minneapolis estate planning market, Integrity Marketing Solutions implemented a multi-faceted strategy to overhaul Stone Arch Law Office's digital marketing efforts:

Re-Optimized Google Search Ads & Local Service Ads

We focused on refining targeting and improving the quality of ads to reduce the cost per conversion while maximizing visibility.

Landing Page and Call to Action Enhancement

By redesigning the landing pages and optimizing calls to action, we significantly improved conversion rates from website visitors.

Monthly Strategy Meetings

Regular meetings with Mr. Ruce ensured transparency and allowed for continuous refinement of strategies based on detailed reviews of campaign results and lead quality.

Advanced SEO Tactics

We deployed advanced SEO strategies to enhance organic search visibility and rankings, complementing the paid ad efforts.

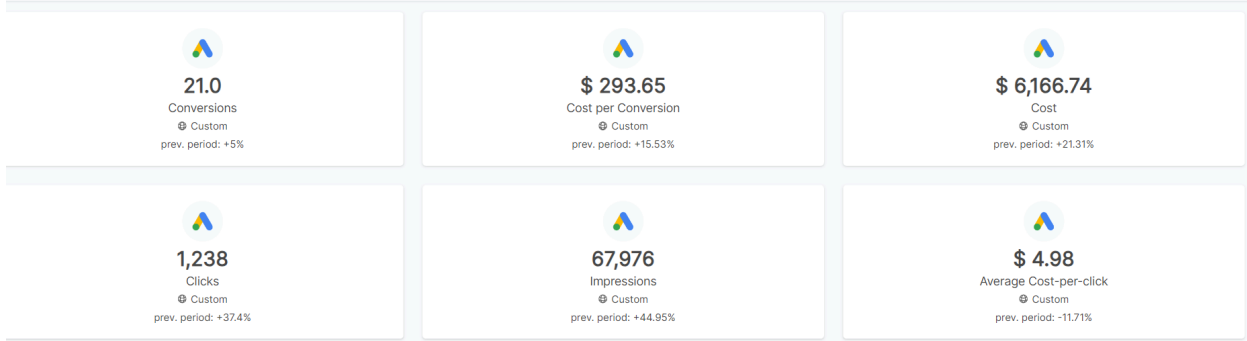
Optimized Content and Targeted Email Campaigns

High-quality, optimized content including weekly blog articles and monthly press releases, in addition to and weekly email campaigns to share content engaged existing clients and attracted new prospects by highlighting Stone Arch Law Office's expertise and success.

Results

The comprehensive strategies implemented yielded impressive results in just four months.

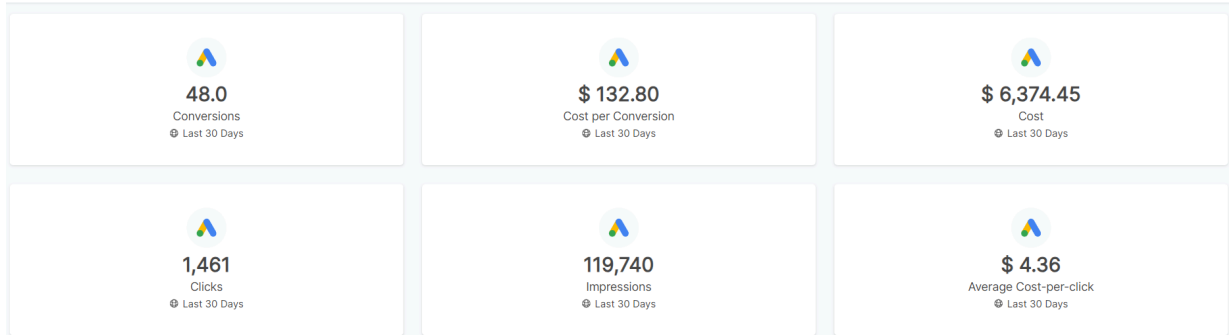
Stone Arch Law Office's PPC before IMS, came in at 21 conversions for the month, and an average cost of \$293.65 per conversion:



Campaigns
Custom

Campaign	Conversions	Cost/Conversion	Cost
MAIN - Search	11.0	\$ 261.00	\$ 2,871.04
Search - Wills & Trusts	10.0	\$ 299.13	\$ 2,991.27
Dienlau - Remarketing	0.0	\$ 0.00	\$ 304.43

After just four months, we were able to double the number of conversions for basically the same ad spend, and lower the cost per conversion by \$161!



Campaigns
Last 30 Days

Campaign	Conversions	Cost/Conversion	Cost
MAIN - Search	45.0	\$ 117.63	\$ 5,293.24
Search - Wills & Trusts	3.0	\$ 260.07	\$ 780.22
Dienlau - Remarketing	0.0	\$ 0.00	\$ 300.99

Cost Per Conversion Reduced

The cost per conversion for Google Search ads was slashed from \$293.65 to \$132.80—a significant reduction, especially in a highly competitive market.

Doubled Lead Flow at Reduced Costs

By optimizing the ad spend, Stone Arch Law Office not only maintained its budget but also doubled the number of leads received, effectively lowering the cost per lead by \$161.

Enhanced Online Visibility

Stone Arch Law Office now dominates the Google search results in Minneapolis for estate planning:

- **Paid Search:** Their ads not only appear at the top but also highlight his impressive 496 5-star Google reviews, enhancing credibility.
- **Local Map Pack:** Stone Arch Law Office holds the #1 spot in the local map pack, a critical asset for local search visibility.
- **Organic Search:** The firm ranks #2 in organic search results, thanks to robust SEO strategies.

70% Increase in Website Traffic

These combined efforts led to a 70% increase in website traffic, significantly boosting online engagement and lead conversion.

Philip's 5-Star Review of IMS



Philip Ruce

Local Guide · 18 reviews



3 weeks ago

NEW

We have had a number of marketing vendors over the past ten years and we are very, very happy with IMS. They react quickly, are pro-active, and their customer service is fantastic. Very up-front, very transparent, and they speak a language that is easy to understand. We have had noticeable increases in call frequency and conversions since moving things to IMS.

Reflecting on the partnership, Philip Ruce noted: "We have had a number of marketing vendors over the past ten years and we are very, very happy with IMS. They react quickly, are pro-active, and their customer service is fantastic. Very up-front, very transparent, and they speak a language that is easy to understand. We have had noticeable increases in call frequency and conversions since moving things to IMS."

Looking Ahead

The success story of Stone Arch Law Office underlines the importance of a marketing partnership that prioritizes accountability, strategic innovation, and data-driven decisions. With continued optimization and strategic planning, we anticipate further gains for this dynamic attorney and his thriving law firm, setting new benchmarks in a competitive legal landscape.



Attorney Michele Ungvarsky

Streamlining Success with Strategic Automation

Firm Overview

Michele Ungvarsky of [E-Law](#) is passionate about helping individuals and families in Las Cruces, New Mexico, navigate the intricacies of estate planning and elder law.

Michele is committed to offering personalized, one-on-one service that simplifies complex legal processes and empowers her clients to make informed decisions about their futures.

She takes pride in her ability to demystify legal jargon and procedures, ensuring that her clients understand every aspect of their plan. Michele's approach is not just about providing legal expertise; it's about crafting a legacy that honors her clients' wishes and protects their loved ones. With Michele, it's not just planning for the future—it's about *Planning it Forward* with care and precision.

Initial Challenges and Goals:

Before partnering with Integrity Marketing Solutions, Michele Ungvarsky had already established a successful law practice in Las Cruces, New Mexico. Her primary objectives were to increase her firm's revenue and streamline her business processes to manage growth more effectively. Michele began her journey with IMS under the Done-with-You program, where she received coaching to refine her marketing strategies. As demand for her services grew, it became clear that a more hands-off approach was necessary to keep pace with her expanding client base, prompting Michele to upgrade to the our Done-For-You services.

Strategic Overhaul with Integrity Marketing Solutions:

To address Michele's evolving needs, we implemented a comprehensive strategy focusing on two main areas: enhancing her online presence through SEO and expanding her client engagement through targeted webinar funnels.

SEO Implementation

This included optimizing her Google reviews and local citations, along with providing custom blog content to bolster her authority and online visibility. Our SEO efforts successfully boosted Michele's rankings, making her the top-listed estate planning and probate attorney in New Mexico and number two for elder law.

Webinar Funnel Campaigns

Recognizing the need to engage clients more interactively, we set up three distinct webinar funnels covering estate planning, probate, and elder law. Each webinar was carefully timed throughout the year to prevent audience fatigue and was supported by Facebook Ads management and an email drip campaign to nurture leads effectively.

Results Achieved

The strategies employed by IMS have led to substantial outcomes for Michele:

Lead Generation Transformation

Michele's SEO enhancements and webinar funnels now drive almost 100% of her lead flow. This integrated approach ensures that her online presence is robust and her prospective clients are continuously engaged.

Efficient Webinar Marketing

By maintaining a low daily budget of \$40/day for Facebook ads, Michele has garnered over 1,000 leads. The strategic pulsing of different webinars throughout the year keeps the content fresh and the audience engaged.

Facebook		1117
CAMPAIGN		NEW LEADS
Traffic Ad		1
Probate Webinar		343
Elder Law Webinar		102
Estate Planning Webinar-Facebook Lead Form		671

High Conversion Rate

The webinar strategy has proven particularly effective in pre-qualifying prospects. Many callers to her firm have already attended a webinar, which simplifies the process of closing leads as they are already familiar with Michele’s expertise and approach.

SEO Success

Michele’s firm now ranks first in Google search results for 'Estate Planning Attorney' and 'Probate Attorney,' and second for 'Elder Law Attorney' in New Mexico. These top rankings reflect her heightened online visibility and her firm’s reputation as a leading authority in these areas.

Client Reflection

Reflecting on the services provided by IMS, Michele notes, *“The structured support from the Done-For-You services allowed me to focus more on my clients while knowing that my marketing was in expert hands. The webinars not only help in attracting leads but significantly ease the conversion process as participants are already familiar with what I offer.”*

Michele's 5-Star Review of IMS



Michele
5 reviews



★★★★★ 2 years ago

Positive: Quality

Great products and results, but still allows me hands-on to personalize for our firm's specific issues. I would recommend this service to any estate planning firm.

Michele Ungvarsky's experience highlights the effectiveness of a tailored marketing approach that adapts to the unique challenges and goals of a solo practitioner. At Integrity Marketing Solutions, we pride ourselves on not just meeting but exceeding our client's expectations, ensuring that every strategy implemented not only attracts leads but also facilitates growth and efficiency.



Attorney Troy Werner

Expanding Reach and Increasing Leads

Initial Challenges and Goals

When Attorney Troy Werner first approached us, he was transitioning from another full-service marketing agency. His primary concern was an underwhelming lead flow that wasn't meeting the firm's revenue goals, particularly in the

area of probate law. With ten offices across Southern California, the challenge was to amplify lead generation across all locations and to ensure that these efforts translated directly into increased probate case intakes.

Strategic Overhaul with Integrity Marketing Solutions:

To address the specific needs of [Werner Law Firm](#), we designed a targeted strategy that encompassed several key areas:

Essential SEO Implementation

We focused on optimizing Werner Law Firm's online presence for critical probate-related keywords. This involved enhancing Google reviews and local citations, alongside creating custom blog content tailored to probate topics to boost the firm's authority and search rankings.

Website Optimization and Syndicated Content

The firm's website was meticulously optimized to improve user experience and conversion rates. Additionally, we syndicated blogs and newsletters to maintain a steady stream of engaging content, positioning Werner Law Firm as a thought leader in probate law and boosted his website traffic tremendously.

Google Search Ads & Local Service Ads

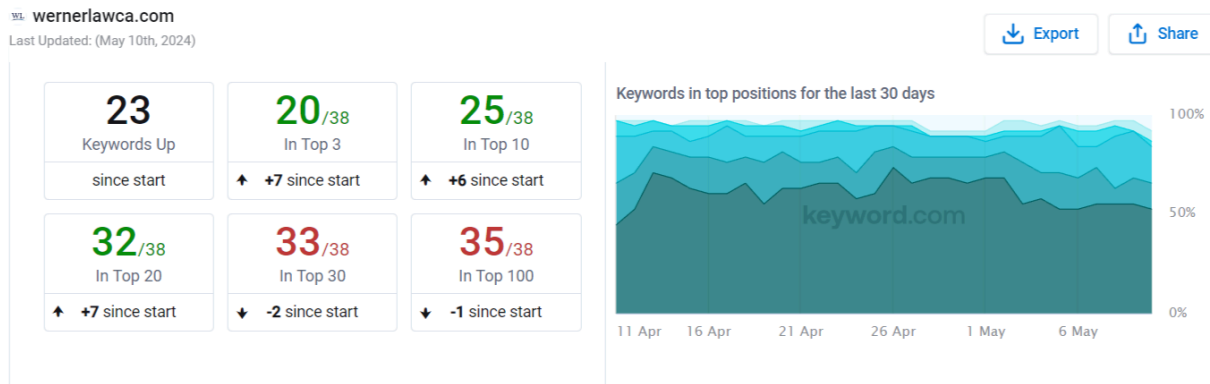
To directly target potential probate clients, we implemented finely-tuned Google Search Ads and Local Service Ads. This dual approach ensured high visibility in search results, directly attracting clients looking for probate services.

Results

The targeted strategies implemented by IMS yielded remarkable results for Werner Law Firm:

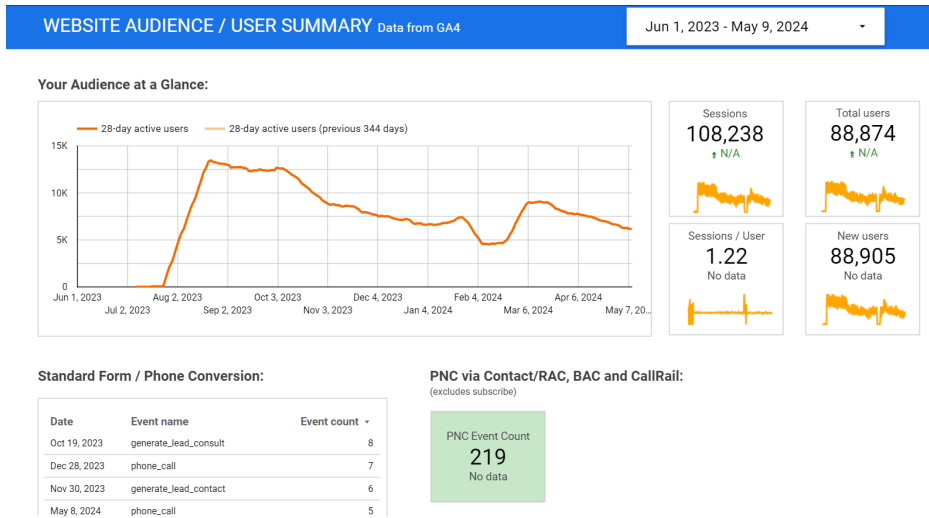
SEO Success

Within less than a year, keywords related to probate, such as 'probate attorney' and 'probate lawyer,' climbed to the top three positions in search engine rankings. This enhanced visibility significantly increased organic search traffic.



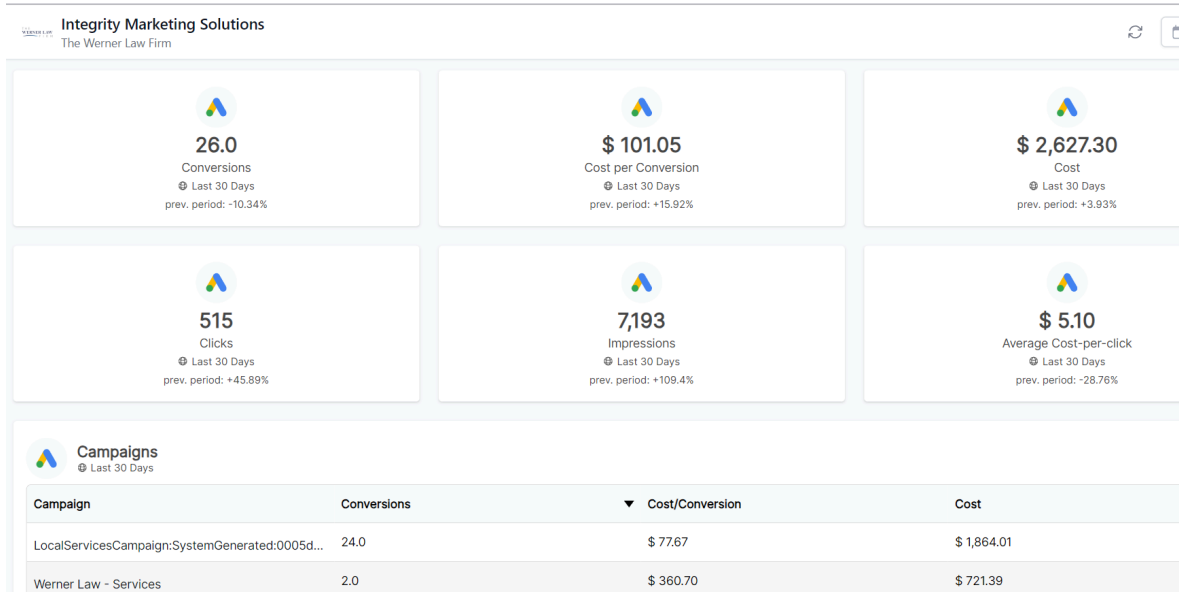
Website Traffic and Conversions

The firm witnessed a substantial increase in digital engagement, with 88,900 new users visiting their website and achieving 219 website conversions from these visits. This marked a significant improvement in both reach and engagement.



Steady Stream of Leads from Paid Ads

The combination of Google Search Ads and Local Service Ads consistently generated about 26 new leads per month. This reliable stream of leads has become a crucial component of the firm's marketing strategy, ensuring a steady influx of potential clients.



Client Reflection

Reflecting on the collaboration with IMS, Attorney Troy Werner expressed satisfaction with the tailored strategies and the responsive service. *"Partnering with IMS has not only met but exceeded our expectations. The increase in probate leads across all our offices has been a game-changer for our firm's growth and has directly impacted our revenue goals positively."*

Attorney Troy Werner's experience underscores the importance of a customized and integrated approach to digital marketing. At Integrity Marketing Solutions, we are committed to aligning our marketing strategies with our clients' specific goals, ensuring each campaign we undertake maximizes returns and enhances firm growth.



Attorney Bill O'Leary

Supercharging Lead Flow and
Sales Mastery

Firm Overview:

Attorney Bill O'Leary leads [Legacy Planning Law Group](#), which specializes in crafting personalized estate planning and elder law services in Jacksonville, FL. Known for a client-centered approach, the firm focuses on making estate planning straightforward and empowering, helping clients confidently secure their legacies.

Challenges and Initial State:

When Attorney Bill O'Leary came to Integrity Marketing Solutions, he was in search of a new agency capable of taking over website hosting, paid advertising, blog and social media posting, and sales training for his team. His goals were twofold: increase lead flow significantly and boost his team's ability to close incoming leads effectively.

Strategic Overhaul with IMS:

To meet Bill's needs, IMS implemented a multi-faceted strategy designed to enhance online presence and sales capabilities:

Weekly Custom Blog Service

Leveraging Bill's existing YouTube content, we integrated these videos into a weekly blog service, amplified by social media posts and email campaigns to engage a broader audience.

Facebook Ads for Evergreen Webinar and Google Search Probate Ads

We optimized and managed Facebook ads to promote Bill's evergreen webinar, significantly reducing cost per lead while maintaining quality and reach. Concurrently, targeted Google Search Ads for probate services were refined to capture high-intent searches.

Website Optimization

The firm's website underwent thorough optimization to enhance user experience and improve SEO performance, aiming to increase organic traffic and lead conversion rates.

Total Sales Mastery Training

Over six months, we provided intensive sales training for Bill's team, focusing on techniques to improve closing rates for the increased volume of leads.

Results Achieved:

The implementation of these strategies brought about transformative results for Legacy Planning Law Group.

50% Increase in New Clients

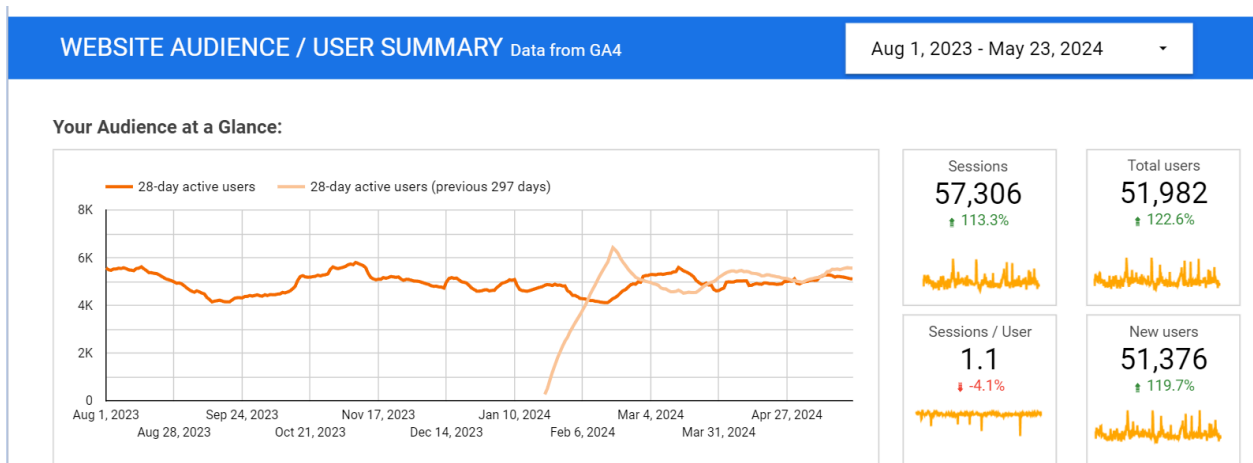
In the first five months of 2024, IMS generated 648 new leads and secured 62 new clients for Bill, compared to the 155 leads and 50 clients from the previous agency over six months. This represents a jump from only 8 new clients per month, to more than 12 ... or a more than 1,000% increase in lead flow and a 50% increase in new clients per month, all on the same advertising spend.

Cost Per Lead Slashed by 53%

By optimizing Facebook ad strategies, we reduced the cost per lead from \$37.53 to just \$16.47, lowering Bill's cost-per-lead by more than 53%.

47% Increase in Website Traffic

Average monthly sessions on the website rose from 3,886 to 5,700, marking a 47% increase in traffic and significantly expanding the firm's online reach.



Video Success

Bill had invested a good deal of time and effort in creating videos for his [YouTube channel](#), but the channel was not fully optimized and viewership was dismal, despite the previous agency's

efforts to drive new views with paid advertising. Instead, our strategy of incorporating Bill's YouTube videos into his content-marketing through blogging and email is paying off big-time. His channel now has 5,640 subscribers and several of his videos have more than 10,000 views. As an example, a video he posted just two weeks ago now has more than 460 views.

5-Star Review:

Reflecting on the experience with IMS, Bill O'Leary remarked, *"I have great things to say about Integrity Marketing. Anyone who is truly committed to becoming a digital first law firm should use Integrity to help them get there."*

Looking Ahead:

With the solid foundation set by these initial successes, the future looks bright for Legacy Planning Law Group. Integrity Marketing Solutions will continue to refine and expand our strategies to keep pace with the evolving digital landscape and Bill's growing firm needs. We are committed to ensuring that Bill's practice not only maintains but accelerates its growth trajectory, setting new benchmarks in client acquisition and service excellence.



Attorney Rudy Beck

Transforming Lead Generation and Efficiency

Firm Overview

Attorney Rudy Beck leads [Beck & Lenox Estate Planning and Elder Law](#), a successful firm based in St. Louis, MO, dedicated to empowering families and seniors through expert legal guidance. At Beck & Lenox, the focus is on more than just law; it's about forging lasting relationships and providing peace of mind through life's complex legal

challenges. Focusing in estate planning, elder law, veterans' benefits, and special needs planning, the firm prides itself on its compassionate approach and commitment to personalized service.

With decades of experience, Rudy Beck and his team at Beck & Lenox offer a comprehensive suite of services designed to protect assets, honor legacies, and ensure clients' wishes are meticulously planned and preserved. Their approach combines deep legal expertise with genuine care, making them a trusted ally in estate and elder law planning.

Challenges and Initial State

Despite his success, Rudy faced unique challenges as the landscape shifted dramatically during COVID-19. The pandemic halted his ability to host seminars, a key method for client engagement and lead generation. Additionally, Rudy aimed to

transition more responsibilities to younger attorneys in his practice and realized the need to enhance firm automations and increase internet lead flow to maintain and grow his practice's efficiency and reach.

Strategic Overhaul with IMS:

Recognizing the need to adapt swiftly to continue thriving, Rudy turned to Integrity Marketing Solutions (IMS) for a comprehensive digital strategy overhaul.

Website Optimization and New Content

The firm's website was overhauled to improve user experience and search engine optimization, supported by syndicated blogs and newsletters.

Evergreen Webinar and Facebook Ads

With in-person seminars no longer feasible, IMS developed an evergreen webinar funnel, marketed through highly targeted Facebook ads to maintain engagement and lead generation.

Total Sales Mastery and Marketing Coaching

To ensure the firm's longevity and adaptability, IMS provided sales training and ongoing marketing coaching for the younger attorneys and the marketing director.

Results Achieved

The strategic changes implemented had a profound impact

Lead Data

The Facebook ad campaigns for the webinars significantly reduced the cost per lead, with Rudy noting a drop from \$220-\$245 per seminar attendee to just \$16.47 per lead online. The campaigns resulted in 89 calls from webinar engagements and an impressive 542 calls from website bookings.

The screenshot shows a CRM dashboard with a dark blue header. The header includes navigation tabs for CRM, MARKETING, INSIGHTS, and ASSETS. A user profile for 'Lawmatics University' is visible in the top right. A date range selector is set to '1/1/2021 - 5/30/2024'. The main content area displays a table of lead data, categorized by source and then by campaign. The sources are Google PPC, Facebook, Website, and Referrals. Facebook and Website show the highest number of new leads.

SOURCE	NEW LEADS	NEW CLIENTS	CONVERTED	REVENUE	SPEND	ROI
Google PPC	0	0	N/A	\$0.00	\$0.00	0%
Facebook	1251	0	N/A	\$0.00	\$0.00	0%
CAMPAIGN						
Webinar Call Booked	89	0	N/A	\$0.00	\$0.00	0%
Retargeting Ad	896	0	N/A	\$0.00	\$0.00	0%
Elder Law Webinar	266	0	N/A	\$0.00	\$0.00	0%
Website	732	0	N/A	\$0.00	\$0.00	0%
CAMPAIGN						
Book a Call	542	0	N/A	\$0.00	\$0.00	0%
Subscribe Form	20	0	N/A	\$0.00	\$0.00	0%
Contact Us Form	169	0	N/A	\$0.00	\$0.00	0%
Referrals	0	0	N/A	\$0.00	\$0.00	0%

Email Campaign Success

The weekly blog and monthly newsletter email campaigns achieved remarkable engagement, with the blog emails having over 350,000 sends, a 30% open rate, and a 3.59% click rate, while the newsletter reached over 150,000 sends with a 28% open rate and a 2.68% click rate.

Significant Revenue Growth

Under IMS's guidance, Rudy's firm saw a 35% increase in revenue in less than a year and is experiencing the best start to a year ever.

Rudy's Comments

Reflecting on the partnership, Rudy Beck shared, "This year (2024) we are off to the best start we've ever been off to, and I think IMS has played a big role in that for us. The shift to internet marketing has made a huge difference, not just in lead generation but in our overall approach to client engagement and firm growth."

Read more about Rudy's story on the IMS website at:

<https://imsrocks.com/client-success-stories/>

Looking Ahead

With the foundation set for sustained digital engagement and lead generation, the firm is well-positioned for continued growth and success. IMS remains committed to evolving these strategies to meet future challenges and ensure that Beck, Lenox & Stolzer stays at the forefront of estate planning and elder law services in their community.

Attorney Dijon Fiore



Firm Overview

Mom Of Four Collects \$250,000 Estate Planning Revenue Her First Year In Practice!

Fiore Law, nestled in the heart of Fort Collins, CO, is committed to delivering personalized and compassionate legal services in estate planning and probate law. Under the adept leadership of Attorney Dijon Fiore, the firm offers a full spectrum of services including wills, trusts, powers of attorney, and advanced directives. Fiore Law distinguishes itself with a dedication to demystifying complex legal processes, ensuring clients' peace of mind and security. The firm's mission is to empower individuals and families with expert legal guidance and customized solutions that respect their wishes and safeguard their legacies. With a client-centric approach, Fiore Law emphasizes clear communication, trust, and dependability, positioning itself as a trusted ally in future planning. Attorney Dijon Fiore and her team are devoted to providing high-caliber legal services with a personal touch, making every client feel valued and supported.

Challenges and Initial State

Starting a new law firm is no small feat, and Dijon Fiore knew she was up against significant odds. With no established word-of-mouth or market presence, she faced the daunting task of rapidly building her firm from the ground up. The pressing need was to quickly generate leads and revenue to sustain her nascent practice.

Strategic Overhaul with IMS

Recognizing the challenge, Dijon partnered with Integrity Marketing Solutions (IMS) and embarked on The Essential Launch System. This comprehensive strategy included:

Website Design and Hosting

IMS crafted a sleek, professional website designed to capture and retain visitors.

On-Site SEO

Rigorous SEO tactics were applied to boost the site's visibility on search engines, ensuring it reached the right audience.

Blog Build & Syndicated Content Subscription

Regular, high-quality blog content was developed to establish Dijon as a thought leader and keep visitors engaged.

CRM Integration and Lead-Generation Follow-Up Automations

A robust CRM system was implemented to streamline lead management and follow-ups, ensuring no potential client slipped through the cracks.

Calendar / Online Scheduling Integration

Easy-to-use online scheduling tools were integrated, making it simple for clients to book appointments.

Reputation / Reviews Management

Strategies were put in place to cultivate and manage online reviews, enhancing the firm's reputation.

Results Achieved

The results of this strategic overhaul were nothing short of impressive. Fiore Law’s website quickly gained traction, attracting 735 new visitors in the first three months alone. The firm saw a steady influx of potential clients, with 46 phone calls, lead form submissions, and inquiries during this initial period. The momentum didn’t stop there—by July, the website was generating 20 organic leads per month.



The firm’s weekly blog email marketing campaign emerged as a powerhouse, driving the most new traffic to the site with an outstanding 42% open rate. The chart above tracks clicks from the blog links directly to the website as “direct.”

Close behind, organic Google search (SEO) continues to bring in a stream of targeted local traffic.

5-Star Review

Dijon Fiore couldn't be more thrilled with the transformation. She expressed her satisfaction with IMS in a glowing 5-star review on Google:



Dijon Fiore

6 reviews



★★★★★ 2 months ago

The increase in traffic to my website and my conversion rate have dramatically improved in a very short space of time. The integrations and education offered by IMS have made me substantially more efficient as well. I could not be happier!

Looking Ahead

With a solid system in place, Fiore Law is now thriving. Dijon has established a concrete intake flow and trained her staff to handle the steady stream of leads effectively. Looking forward, Dijon is keen on enhancing her organic strategies to continue driving traffic and generating leads. Her success isn't limited to her website—Dijon recently shared with IMS how their advice on LinkedIn significantly boosted her engagement. A personal post led to an old acquaintance reaching out about a special needs trust, showcasing the power of strategic social media use.

Fiore Law is on an exciting growth trajectory, with IMS by its side, helping to ensure a bright future filled with continued success and client satisfaction.

Attorney Tony Westbrooks



Firm Overview

He Broke \$500,000 In His First Year in Estate Planning

Located in the vibrant city of St. Louis, MO, Formula Law is the brainchild of Attorney Tony Westbrooks. Specializing in business law, estate planning, and family law, Formula Law stands out for its innovative approach to legal services. Tony and his team are dedicated to offering personalized, practical legal solutions

tailored to each client's unique needs. The firm prides itself on clear communication, unwavering integrity, and a commitment to building lasting client relationships. At Formula Law, it's not just about solving legal issues; it's about empowering clients to achieve their long-term goals with confidence and peace of mind.

Challenges and Initial State

When Tony Westbrooks launched Formula Law, he faced a common dilemma for new firms: no word-of-mouth reputation and no established presence in the market. Relying on a lead referral service, Tony found himself dealing with cold leads who were primarily interested in price comparisons rather than the quality of service. These encounters were transactional and impersonal, making it challenging to build trust and convert inquiries into loyal clients. Tony needed a strategic overhaul to attract clients genuinely interested in his firm's unique offerings.

Strategic Overhaul with IMS

Recognizing the need for a robust marketing strategy, Tony partnered with Integrity Marketing Solutions (IMS) and embarked on The Essential Launch System. This comprehensive package included:

Website Design and Hosting

A sleek, professional website was designed to engage visitors and showcase Tony's expertise.

On-Site SEO

Rigorous SEO techniques were implemented to boost the site's visibility and attract organic traffic.

Blog Build & Syndicated Content Subscription

Regular, high-quality blog content established Tony as a thought leader and kept the audience engaged.

CRM Integration and Lead-Generation Follow-Up Automations

An integrated CRM system streamlined lead management and follow-up processes.

Calendar / Online Scheduling Integration

Easy-to-use online scheduling tools facilitated client appointments.

Reputation / Reviews Management

Strategies were deployed to build and manage online reviews, enhancing the firm's reputation.

Results Achieved

The results of this strategic partnership were nothing short of transformative. Formula Law's website quickly began to gain traction, with organic desktop rankings improving from an average of 52 to 30 within the first four months. The firm started ranking in the Google Local Pack, significantly boosting its online presence.

Tony's site generated 102 potential new clients in the initial months, including 22 direct consult requests, alongside numerous phone calls and contact inquiries. The optimized Google Business Profile became a new lead source, generating 17 phone calls directly from the profile.

The quality of leads also saw a remarkable improvement. Tony noted that leads generated through IMS's efforts were more informed and warmer. Prospects had visited the website, read about the firm, and were inclined to engage more deeply, leading to more meaningful and productive conversations.

In Tony's own words, "I feel very validated, because it's working, as I suspected, in that before working with IMS, I was paying for referral services, and paying per lead a la carte. And it was very hard, it was a cold introduction because they weren't really looking for my firm. They were just looking for a firm. But the leads that I have gotten through the work you guys are doing, the SEO work, it's more of a warm phone call, right off the bat."

5-Star Review

Tony Westbrooks expressed his enthusiasm for IMS in a glowing 5-star review on Google:



Tony Westbrooks

2 reviews



★★★★★ 5 months ago

Integrity Marketing Solutions found me, and I am so glad they did. My firm has been working with IMS for several months now and we are excited to join forces with a marketing firm that will grow with us. We continue to be impressed with every single associate we have interfaced with during our time together. And their generosity of tools, help, and expertise consistently blows us away. I am excitedly looking forward to our firm's growth with our partnership with IMS.

Looking Ahead

With a solid foundation in place, Tony is now looking to expand his lead generation efforts by implementing paid strategies managed by IMS. He has registered for the IMS Masterclass on Unlocking Effective Advertising for EP Firms to continue refining his marketing approach. Formula Law is on an exciting growth trajectory, leveraging its partnership with IMS to achieve new heights in client acquisition and service excellence.

Wrapping Up



The Path to Empowered Marketing

Hi there, I'm Jennifer Goddard, CEO of Integrity Marketing Solutions, and I'm thrilled to share some closing thoughts on what has been an insightful exploration of transformative digital marketing for estate planning and elder law professionals.

If there's one key takeaway from our case studies—whether it's Shawn McCammon's dramatic increase in leads or Philip Ruce's remarkable presence on the competitive Minneapolis legal landscape—it's that the right marketing strategy not only changes numbers; it changes businesses.

At Integrity Marketing Solutions, we understand that the world of estate planning and elder law is nuanced. It's not just about catching eyes; it's about building trust, demonstrating expertise, and forming lasting relationships. This is why partnering with an agency that specializes in your field isn't just an advantage; it's a game-changer.

Integrated Marketing - The IMS Difference

One thing I've emphasized over the years, and you've probably noticed in our approach with clients like Shawn and Philip, is that IMS doesn't just push a single marketing solution. Unlike agencies that specialize in only SEO or only pay-per-click, we look at what will genuinely work best for you. Our team doesn't advocate for a specific tool just because it's what we offer; we advocate for your success, crafting bespoke strategies that address your unique challenges and goals.

Synergistic Strategies for Reduced Costs and Enhanced Results

At IMS, we believe in the power of synergy. Imagine having SEO, pay-per-click, email marketing, content creation, and social media management not just coexisting but actively supporting and enhancing each other. This integrated approach helps lower costs—not through cutting corners, but by making each element of your marketing more effective. For instance, strong SEO enhances pay-per-click results, authoritative content boosts SEO, and effective email nurturing builds on the leads generated, creating a cycle of continuous improvement and cost efficiency.

A Single, Expert Team for All Your Marketing Needs

Another major benefit of working with IMS is having all your marketing needs met under one roof. This isn't just about convenience; it's about effectiveness. With one expert team handling all aspects, each strategy is developed with a deep understanding of your business's overarching goals. This ensures consistency in messaging, efficiency in execution, and, most importantly, results that reflect a deep understanding of your market and needs.

Looking Forward

As we move forward, let's remember that marketing in the legal field isn't just about visibility; it's about creating meaningful connections. Whether it's through search engine optimization that makes you discoverable, targeted ads that get you noticed, or content that showcases your expertise, every step is about more than just reaching an audience—it's about resonating with them.

And that's exactly what we work to achieve here at IMS. By leveraging a combination of cutting-edge technology, industry insights, and creative storytelling, we help you not just meet but exceed your marketing expectations. We're not just a service provider; we're your strategic partner in growth.

Take the Next Step

Are you ready to explore how Integrity Marketing Solutions can transform your practice? If you want to see real changes, like those Shawn and Philip experienced, it's time for us to talk. Visit us at <https://www.IMSRocks.com/apply> to book a call with our team. Let's discuss your goals and how we can tailor our strategies to meet them. It's not just about being seen; it's about being remembered, valued, and chosen.

Here's to achieving your goals and transforming your practice with marketing that's as committed to your success as you are.