

# SUGARMAN law firm sees instant success with digital marketing and PPC.

For over 60 years, SUGARMAN's personal injury lawyers have represented the injured and their families in Massachusetts. With a client-centered focus, SUGARMAN's injury attorneys regularly achieve ground-breaking verdicts, awards, and settlements.

The 3 Media Web team collaborates with the firm to strategize and execute digital marketing initiatives.

## THE CHALLENGE

Although the firm's reputation and experience were well-known, SUGARMAN was looking to further improve the user experience for site visitors, attract better quality leads, and increase conversions.

## THE SOLUTION

We collaborated with SUGARMAN to determine their top five most profitable services. Once those areas were identified, we completed keyword research around those services and started implementing our plan.

## Keyword Strategy

We focused on single-keyword ad groups, which revolve around creating dedicated ad groups for relevant keywords. Using our explore strategy, we established the foundation of the keywords. While typically, this phase takes about three months to complete, SUGARMAN proved the exception, delivering instant success with over ten conversions in the first month.

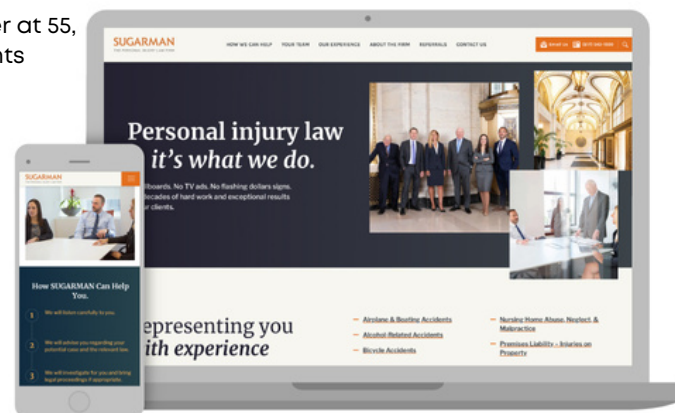
By month three, conversions reached 20 per month, peaking a few months later at 55, and now averaging 30 to 35 per month. We continue to increase bid adjustments based on audience and locations to drive engagement.

**We've curated relevant ads designed to appeal to specific audiences, and make sure they are seen where clients and prospects are searching, browsing, and watching.**



**“Continuously improving keywords, the user interface, and blog article formatting made it easier for Sugarman to share content efficiently and increase traffic to their website. This also led to a better quality of traffic, leading to more conversions, and an increase in user engagement.”**

Tom Broadwater  
Senior Digital Strategist  
3 Media Web



## Blogging Guidance

Since SUGARMAN has so much intellectual capital to share, we formulated blogging pointers for their in-house paralegals to follow, including suggested topics based on keyword research and best practices for blog formatting.

We also identified tools that could be used by SUGARMAN staff to easily share blog posts to multiple social media platforms from multiple user accounts.

## Website Improvements

We performed a deep-dive on their website, analyzing page titles and descriptions, on-page content, and calls to action. After our research was complete, we improved the title tags, optimized copy, and added additional contact forms through the site.

These enhancements make it easier for site visitors to take the next step leading to more conversions.

## Google Ads Campaigns

Another component of the digital marketing initiative are targeted, on-going Google Ads campaigns.

We've curated relevant ads designed to appeal to specific audiences, and make sure they are seen where clients and prospects are searching, browsing, and watching.

**Great agency—  
always  
extremely  
responsive and  
very, very  
helpful. The  
team is vested  
in our firm and  
that is very  
important to us.**

Janice Hayes  
Firm Administrator  
SUGARMAN

# THE RESULTS

Since September 2022, we've seen impressive results, including:

- **134.6% increase in conversions**
- **134.6% increase in overall users**
- **131.1% increase in new users**
- **8.3% increase in average engagement time**
- **145.6% increase in event count**

We are continuing to work with SUGARMAN, extending their reach and increasing the engagement of site visitors.

