

## THE CHALLENGE

Minnillo Law Group needed to grow the number of leads in specific practice areas, as well as raise awareness and elevate the brand. In addition, one of the partners had been elected to office. The firm needed a name change, a new logo, and other branding elements.

## THE SOLUTION

### *Rebrand and Advertising Campaign*

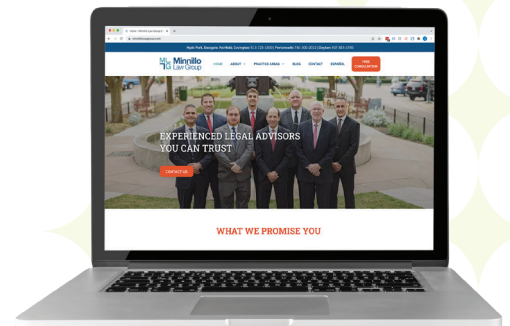
Holland Adhaus developed name and logo options, determined a direction, then standardized the branding elements. This opportunity allowed us to update, modernize, and elevate the look and feel of Minnillo Law Group to appeal to their ideal target client, while aligning the campaign in the same direction.

Holland Adhaus approached the campaign with multi-channel strategy including paid traditional media (outdoor, TV, and radio) and digital media (PPC, display, and social). We prioritized their areas of practice and focused efforts by developing a tagline for their primary practice. Next, we developed creative assets and advertisements needed for each medium. The campaign launched in March of 2021.

### *New Website*

In addition to the marketing campaign, we designed and developed a new website with the following objectives:

1. Improve user experience to convert visitors to leads at a higher rate.
2. Optimize the site for search engines to increase organic traffic in addition to the paid elements driving website visits.
3. Update look and feel of the website to be consistent with the new brand in the marketplace.



## THE RESULTS

Within five months of launching the campaign, Minnillo Law Group informed us the campaign was working. Their clients and potential clients requesting consultations were actively quoting their tagline back, making sure they were calling that firm. This was clear evidence our strategies were making an impact on brand awareness. "We have developed a true partnership with the Holland team. They understand our culture, our brand, and deliver messaging that is on-point and effective. In one of our practice areas, they helped increase our caseload by 62% in one year."

Within three weeks of launching the new website, Minnillo Law Group confirmed they were seeing a significant increase in the number of leads through the contact form on their website.

Fresh ideas. Multiple Strategies. Better online experiences. For Minnillo Law Group, their rebranding strategy involved more than a new name and logo. It became the catalyst for breathing new life into an entire marketing campaign. Holland Adhaus did more than help generate leads. We gave Minnillo Law Group and its attorneys the opportunity to reinvent themselves.

**Prospective clients actively quoting the new tagline, making sure they called THAT firm.**

**Within 3 weeks of launching the new website, a significant increase in leads through the new contact form.**