

CASE STUDY

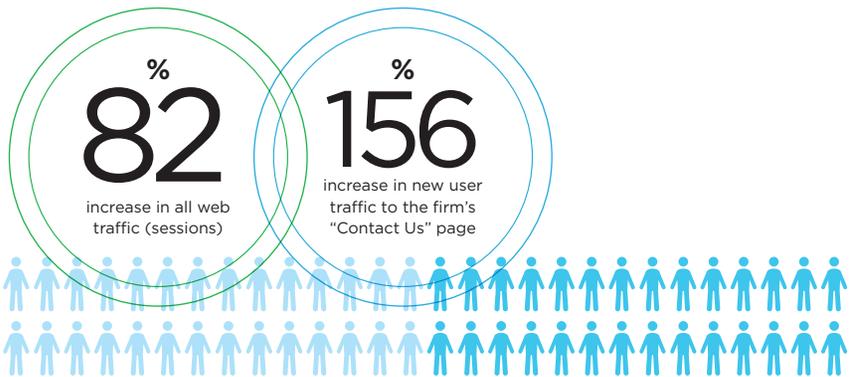
S.H. BLOCK TAX SERVICES

ABOUT THE CLIENT:

S.H. Block Tax Services Inc. is a leading Maryland tax representation law firm that specializes in both corporate and personal tax law

KEY PERFORMANCE INDICATORS

S.H. BLOCK'S PAY-PER-CLICK ADVERTISING SUCCESS WITH LAFLEUR



612 ADDITIONAL PHONE CALLS TO THE FIRM'S DEDICATED DIGITAL MARKETING NUMBER (446.72% INCREASE)

*Over the period 1/1/2016 to 9/14/2016, compared to the same period in 2015

HISTORY

S.H. Block's website and traditional marketing efforts established them as a respected brand in the Baltimore area, but the firm was still struggling with the seasonal nature of their business.

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Marcy A. Block, who has handled S.H. Block's in-house marketing for years, had considered pay-per-click (PPC) advertising before. However, no one at the firm had experience planning and executing a PPC campaign, which is why they called LaFleur.

The LaFleur team worked quickly to onboard S.H. Block and learn the details of their business, brand, and unique selling points: "The team at LaFleur got to know our business quickly, and the PPC campaign was very fast to get up and going," Marcy says. "There was no lag, and that's important to us."

STRATEGY

Since S.H. Block is a boutique law firm with a distinct niche, the LaFleur team devised a strategy that capitalized on their specialty and minimized inefficient spending by identifying and targeting business-specific search terms that would encourage conversions.

"For smaller firms, all clicks are not created equal," says LaFleur's pay-per-click advertising specialist Kyle McCarthy. "S.H. Block can't cast the wide net that a large corporation can, so we knew we had to be selective and focused."

ALL CLICKS ARE NOT CREATED EQUAL

LAFLEUR™

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RESULTS

Although pay-per-click campaigns often take several months to produce noticeable results, the team at S.H. Block was surprised at how quickly they began to see a difference.

“[The PPC campaign] has increased our action in areas that we weren’t even expecting,” Marcy says. “We’re constantly getting two or three leads a day, and we’re in what is typically our slow season.”

LAFLEUR™

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“The LaFleur marketing team is like having business advisors without being billed for it. They give me so much input, and they have taught me a lot about how things work and what to do or not to do in terms of digital marketing.”

— Marcy A. Block, Client Services
Representative,
S.H. Block Tax Services, Inc.