



HIBU+BRAD DORRANCE

OF KEEFER WOOD ALLEN & RAHAL, LLP

CASE STUDY

OVERVIEW: BRAD DORRANCE ATTORNEY AT LAW

“My mentor went to work for [an] insurance company – so, I had to redefine myself at middle age.”

It might seem strange to say that a law firm established in 1878 is a “non-traditional” firm, but that’s how Brad Dorrance, of Keefer Wood Allen & Rahal, LLP, describes his practice in Harrisburg, PA.

“I started out as a healthcare lawyer, working with insurance companies... more of a corporate practice. And then my mentor went to work for an insurance company. So, I had to redefine myself at middle age. I started out with workman’s comp... and then we looked at bankruptcy... disability... and now we’re totally focused on the employment law. And that lane seems to be working the best.”

THE CHALLENGE

When Brad Dorrance hit the reset button on his practice area, he also had to reset all his digital marketing to target a new set of potential clients. Brad needed an updated digital ad campaign and a new website to promote his new area of expertise.

Brad knew reviews were important, but all Attorneys share the challenge of requesting and sharing reviews while maintaining client confidentiality.

There were also budgetary challenges to overcome. Because Keefer Wood Allen & Rahal is not a “traditional” practice, “everything I spend I have to pay for – it’s not a sharing of expenses. So that makes it important to economize on the marketing budget,” Brad said.



THE HIBU SOLUTION

When Brad Dorrance, Attorney, shifted his practice area to Employment Law, Hibu did everything necessary to adjust his digital marketing to target his new client prospects – starting with updating Brad’s online listings. Brad’s Google Business Profile was updated to match his new specialty.

Brad also needed a new website that focused on Employment Law. Bobby Johnson, Brad’s Hibu Rep, said, “we developed a strategy to really expand the website into all the different facets of the employment law practice, from employment discrimination, sexual harassment, and all the other indexes and try to get him relevant with Google for each one of those.”

Hibu also launched a Reputation Management program that generates and manages reviews that Brad could use online to assure prospective clients that he was the right choice for their Employment Law needs.



Hibu Reputation



Hibu Listings Management



Hibu Smart Site



Hibu Reviews

THE RESULTS

Today, with Hibu’s help, Brad Dorrance has effectively shifted his practice to focus on Employment Law – targeting exactly the prospects looking for the services he now offers.

In the past 90 days, Brad has gotten over 100 leads, almost 950 ad clicks, and well over 1,000 visitors to his new website.

“[With Hibu,] I can market my specialty more effectively and more economically.” Brad shared, “Personal relationships make a difference. It’s not only business with Hibu, [they] care about [their] clients.”

“[I would recommend Hibu because] I can market my speciality more effectively and more economically.”

In a 90 day period, Brad Dorrance's digital marketing from Hibu generated:

105

Total Leads

946

Ad Clicks

1,128

Website Visits

“Personal relationships make a difference,” Brad Dorrance, Attorney, told us. “It’s not only business with Hibu, [they] care about [their] clients.”



Hibu is a leading provider of digital marketing solutions to local businesses across the US. With Hibu, your business has a truly integrated marketing program designed to increase your visibility online, drive visitors to your website and generate leads. Visit [Hibu.com](https://hibu.com) or call us at [855-409-6569](tel:855-409-6569) today to get more from your digital marketing.