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**Empower your Legal  
Business with Marketing  
that Gets Real Results**

## Common sales and marketing challenges limit your growth

Attracting more clients and growing your business all starts with inquiries and leads.

But many law firms run into limitations: leads don't match your practice areas, the flow of inquiries is always changing, and referral leads are often unpredictable.

Marketing helps you reach more people and generate your own leads. And yet it can add layers of difficulty.

### Do you run into these common marketing challenges?

#### Struggle to get results

- Difficulty securing new clients
- Poor website performance
- Ineffective marketing strategies

#### Lack of resources

- Limited ability to manage marketing activities
- Unable to leverage multiple channels (email, social, blog, ads, etc.)
- Inconsistent or ineffective marketing content

#### Lack of reach

- Lack of brand and visibility
- Difficulties engaging target audience
- Not connecting with the right potential clients

#### Can't justify investment

- Difficulty measuring ROI
- Previously invested in ineffective website design and marketing
- Spending is focused on lead buying

### So what's the solution?

It's difficult to find the right marketing solutions that provide the actual results you need, while still being affordable and scalable for your business.

Though with the right marketing support, you can create your own lead generation system that dissolves these challenges using targeted and effective marketing.

# Marketing solution: Build a lead generation system that fuels your business

A lead generation system encompasses all of the marketing strategies and channels you need to reach the right audience, collect inquiries, work prospects, and acquire new clients.

## Top 3 benefits of a lead generation system

### Build a predictable flow of clients

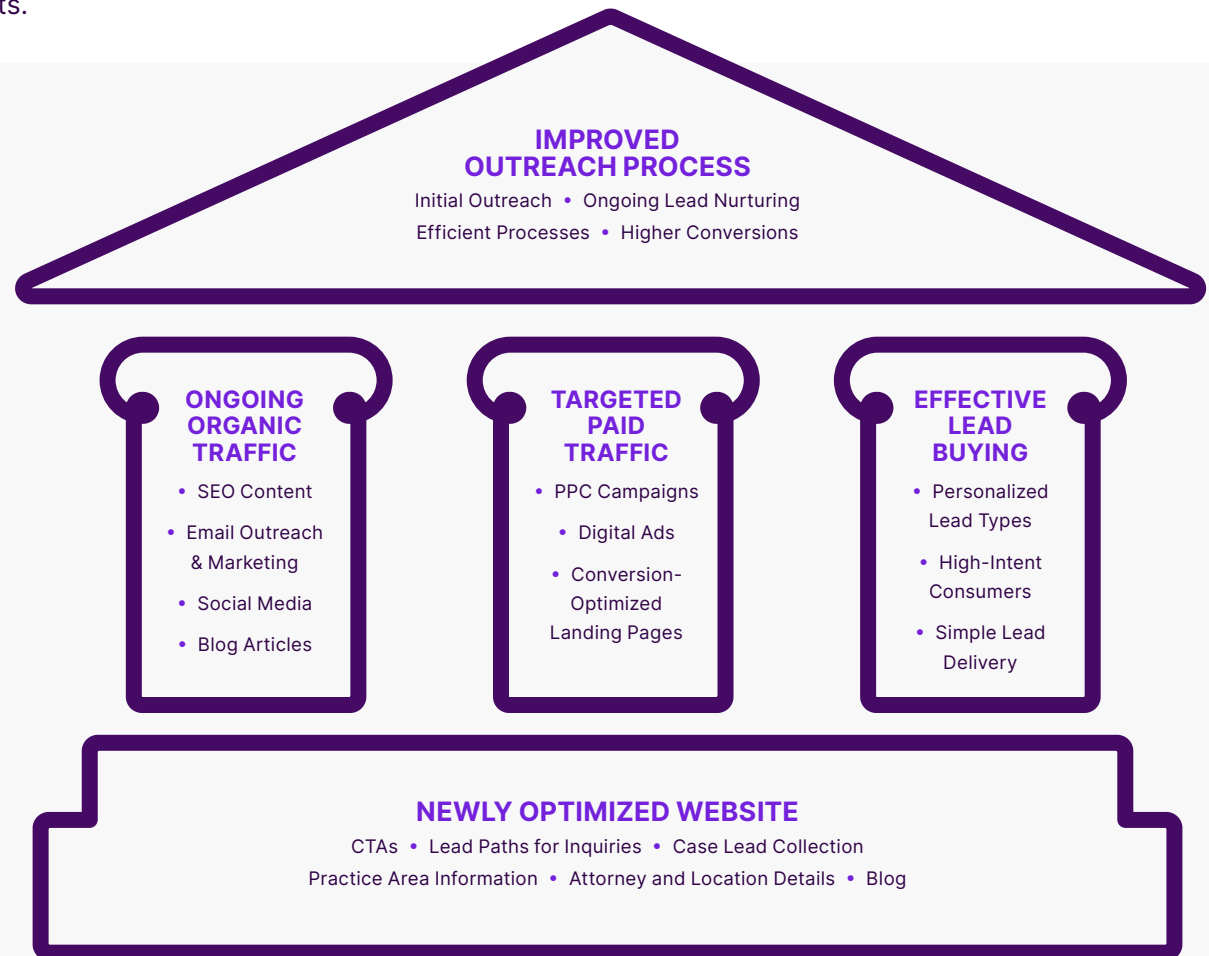
- Reach more consumers online
- Control case lead quality and quantity
- Scale business more easily

### Gain the competitive advantage

- Stop competing for case leads
- Generate highly convertible leads
- Outperform competitors

### Make investments that pay off

- Significantly grow revenue
- Generate the right lead types
- Build a long-term asset in your business



# Reach the clients you want and close more cases with Kaleidico marketing support

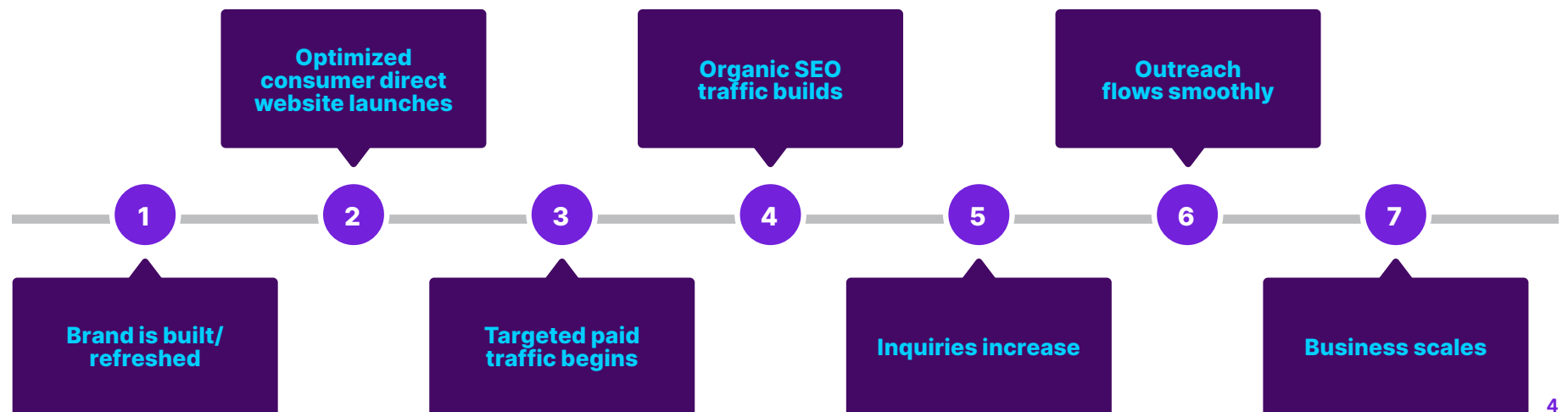
You don't have to build your business on your own. With the right marketing services, growing your own lead generation system is simple.

An effective partner provides predictable client revenue, proven digital marketing strategies, industry experience, flexible and scalable services, and immediate impact.

## Kaleidico helps you overcome the common challenges that stunt your competitors

Attract more qualified leads and fuel your business with Kaleidico's results-driven law firm marketing services.

### WE HELP LAW FIRMS SCALE BUSINESS WITH OUR PROVEN FRAMEWORK



## KPIs: We help our clients get results

We build a conversion-driven lead generation system that strengthens your brand, supports attorneys, hits all compliance requirements, and grows with your business — even as consumer behaviors change.

### THE METRICS WE STRIVE FOR

**10%** inquiry to  
viable lead

**3-5%** net conversion  
to client

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### Kaleidico is the only law-firm focused agency offering these results.

To do this we need to build a lead generation system that helps you attract qualified case inquiries.

- Design and develop your newly optimized website
- Build targeted, immediate paid traffic with digital ads, PPC campaigns, and conversion landing pages
- Offer a wide range of high-intent lead types you can buy from a qualified source
- Produce ongoing optimized organic traffic with SEO content, email marketing, and social media
- Offer sales support to nurture and acquire clients

We have the expertise and capabilities to help you hit these KPIs and we tailor our strategy to meet your specific business objectives.

## We're your turn-key marketing department

Our experienced team provides all of the services and expertise you need to generate exclusive leads — for the cost of hiring one in-house Marketing Director.

### In-House Marketing



**Marketing Director**

VS

### The Kaleidico Marketing Team



**Bill Rice**  
Business Strategist



**Asia Rapai**  
Copywriter



**Nate Rapai**  
Designer



**Angelo Marasa**  
Web Developer



**Julia Wells**  
SEO/Content Lead



**Sean Gough**  
PPC Specialist



**Mika Kotanova**  
Account Manager



**Katrina Torreano**  
Social Media Lead

## Let's grow your business together.

[Schedule a discovery session with us here.](#) Together we'll explore your needs and goals to help you get quick results, convert more leads to clients, and empower your business for growth.