

Workers Comp Law Firm Marketing

GET YOUR FREE CONSULTATION

Name Phone

Email

How May We Help You?

GET IN TOUCH >>



Sign Up Clients with Firmidable, The Nation's #1 WC Law Firm Marketing Agency

If your workers' compensation law firm successfully carved a distinct profile from the other lawyers in town...

And you escaped the "trial and error" treadmill as you allocate your marketing budget...

And your pipeline of new comp clients filled and kept pumping...

While your firm revenue grew steadily year after year...

Then you'd have the kind of law firm—the kind of prosperity—you always wanted to build.

But growth doesn't happen by magic. It takes a specialized expertise.

Your firm's website along with its digital and traditional advertising will bring you **the most clients when managed by marketing and internet professionals who are experts in the workers' comp field.**

Talk to Firmidable! >>

Workers' Comp Lawyer Marketing Is Not Like Other Marketing

You don't want a marketing strategy more appropriate for car wreck lawyers. Founded 30 years ago, Firmidable is a niche agency that represents more workers' compensation firms than any other law firm marketing advertising agency in the country.

Stop guessing with your firm's marketing dollars: We know **what's been tested, what's been proven, what works** in workers' comp advertising.

You can have confidence you're making the right moves.

Phoenix workers' comp attorney Bruce Rosenberg said Firmidable ignited "the most positive, optimistic and encouraging energy I have felt from my partners in many months. Everyone believes the future is brighter after considering the potentials and possibilities."

Get Started! >>

Challenges That Workers' Compensation Attorneys Face with Law Firm Marketing

As a workers' comp lawyer looking to lead in your geographic region, you face unique circumstances:

- Intense competition from big-spending TV personal injury lawyers
- A public that confuses workers' comp law firms and personal injury firms
- State legislatures that chip away at people's workers' comp rights
- Digitally-savvy law firms crowding the internet with their messages
- Overwhelming choices in legal marketing (websites, TV, pay-per-click ads, billboards, etc.)

To navigate this landscape with maximum success, our legal marketing agency starts with—and spends time developing—a **well-thought-out branding strategy** unique to your firm.

That's right, we start by going deeper than just throwing up a website or some ads for workers' comp firms.

We help you **stake out your unique position in the market.** Then everything flows from that: how you set yourself apart from other firms, what marketing channels you use, your messaging, images and more.

Rest assured, nobody knows how to build intakes for a workers' comp practice more than Firmidable.

You're invited to start a conversation today.

Tell Us *Your* Goals >>

Workers' Comp Attorney TV Commercials Integrity + Effectiveness

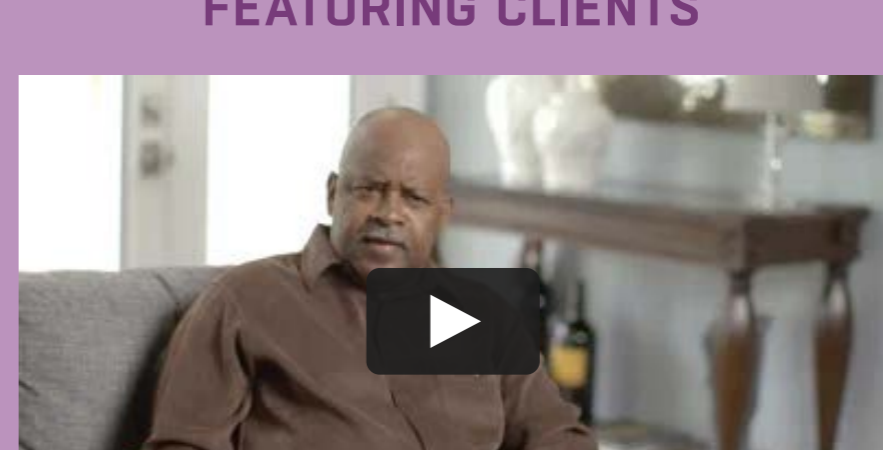
FEATURING ATTORNEYS



ILLUSTRATED CLIENT STORIES



FEATURING CLIENTS



Your Workers' Compensation Law Practice: Websites, Logos, PPC, TV Commercials



Branding

Firmidable works with you to analyze your competition and identify your most advantageous position in the marketplace for injured workers.

- Market Research/Competition Analysis
- Marketing Positioning Development
- Strategic Slogans
- Logo Development and Logo Refresh
- Graphic Design of Stationery and Presentation Materials
- Website Design

Create an entire visual identity that makes your firm unmistakable. Your brand should fuel everything you do.

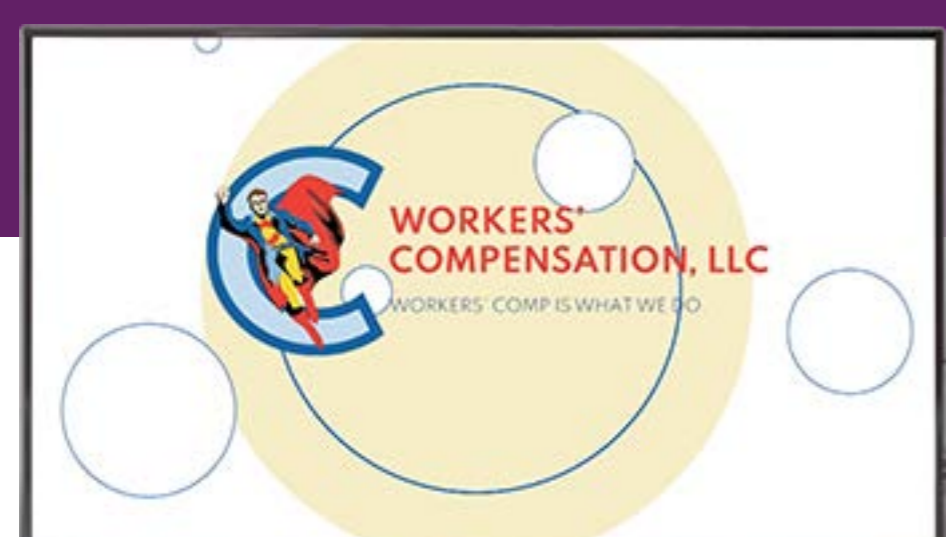


Internet Marketing

When the internet changed the world, that included workers' comp firms. Nothing in marketing history beats the digital marketing data you can use to hone and build your practice.

- Lead Generation Website Design
- Search Engine Optimization (SEO)
- Paid Search Campaigns (PPC)
- Social Media Ads
- Online Reputation Management (Reviews)

The key to maximizing the conversion of online traffic into leads and cases is to be inside the heads of your injured workers. This is where Firmidable's niche expertise in workers' comp digital marketing gives you an important edge.



Radio and TV Commercials

Television advertising is still America's most powerful advertising platform. Yet, many workers' comp firms don't utilize TV. That gives you an opening.

- Commercial Production
- Media Buying for Broadcast and Cable Television
- Connected TV (also known as OTT) Platforms like Smart TV, Chromecast, Roku, Amazon Fire TV

With the incomparable reach of broadcast or the data-driven precision of digital "connected TV," nothing blows your brand like television. And, yes, you can advertise while still maintaining your dignity and professional reputation.



Out-Of-Home Advertising

Put your message to injured workers directly in the spaces where those future clients go—near major employers and industries or near commercial waterways for longshore and harbor workers' compensation.

- Billboards
- Bus wraps
- Bus benches & shelters
- Transit stations

Today, outdoor advertising has gone high-tech: Data collected from passing smartphones helps Firmidable understand, evaluate and maximize the number of new cases from your campaign.



"These are not your run-of-the-mill ad guys using cookie-cutter formulas. Firmidable has proven to be a valuable alliance for strengthening our brand and getting good clients. Call them, talk to them, and get excited about growing your law practice."

- Daren Sarphie, Workers' Compensation, LLC, Metairie, LA



AMP YOUR REVENUE NOW!

Your Name Your Email

Your Number

Your Message

GET IN TOUCH >>

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