



The Agile Approach at Consultwebs:

How It Will Impact Your Firm





*"[With Agile] **Firms will see their monthly budget being allocated to campaigns that are designed to increase their online presence and visibility.** We're big believers in having our clients invest in those areas long-term because what we have seen over the years is that when they do so, they **ultimately see a much better ROI from what we consider to be their short-term sales activation strategy.**"*

- Matt Smyers,

Senior Digital Advertising Advisor at Consultwebs

More and more, we keep seeing the need for adaptability and real-time response in highly dynamic ventures such as digital ads. This is one of the main reasons why we've moved towards the Agile approach.

Whether you plan to invest or already invest in any form of digital advertising like LSAs or PPC, it's critical the money you invest on ads is being maximized. As such services are quite volatile, the Agile approach allows us to be nimble with your campaigns. Thus, **you'll notice a much better ROI from what we consider to be their short-term sales activation strategy.**



The dynamics of your advertising budget and efforts will change (for the best!):

- + We'll set up multiple campaigns on multiple ad platforms right from the start. As opposed to the traditional waterfall linear approach which stays rigid and sticks to predetermined phases.
- + We'll place your budget where the most value is offered through frequent and constant changes between campaigns on a weekly or monthly basis.

Ultimately, this new approach means your firm should be prepared to handle more leads from multiple sources!



"Law firms will know when an Agile campaign is working when they start seeing more cases coming in the door. Now that we've got the Agile approach, we've got the freedom and flexibility to invest our client's advertising dollars where they know it will be best spent. My advice to law firms that are utilizing a more traditional waterfall approach would be to consider going to an Agile structure in the hands of an agency that's equipped to respond quickly (which is critical) to the ever-changing market conditions in order to get the most of your advertising dollars every month."

- **Matt Smyers**, Senior Digital Advertising Advisor at Consultwebs



Want to find out how your firm can benefit from an agile marketing approach?
Have any questions? Better yet, want to see your firm's agile marketing in action?



Get in touch with the

Legal Marketing Experts

