

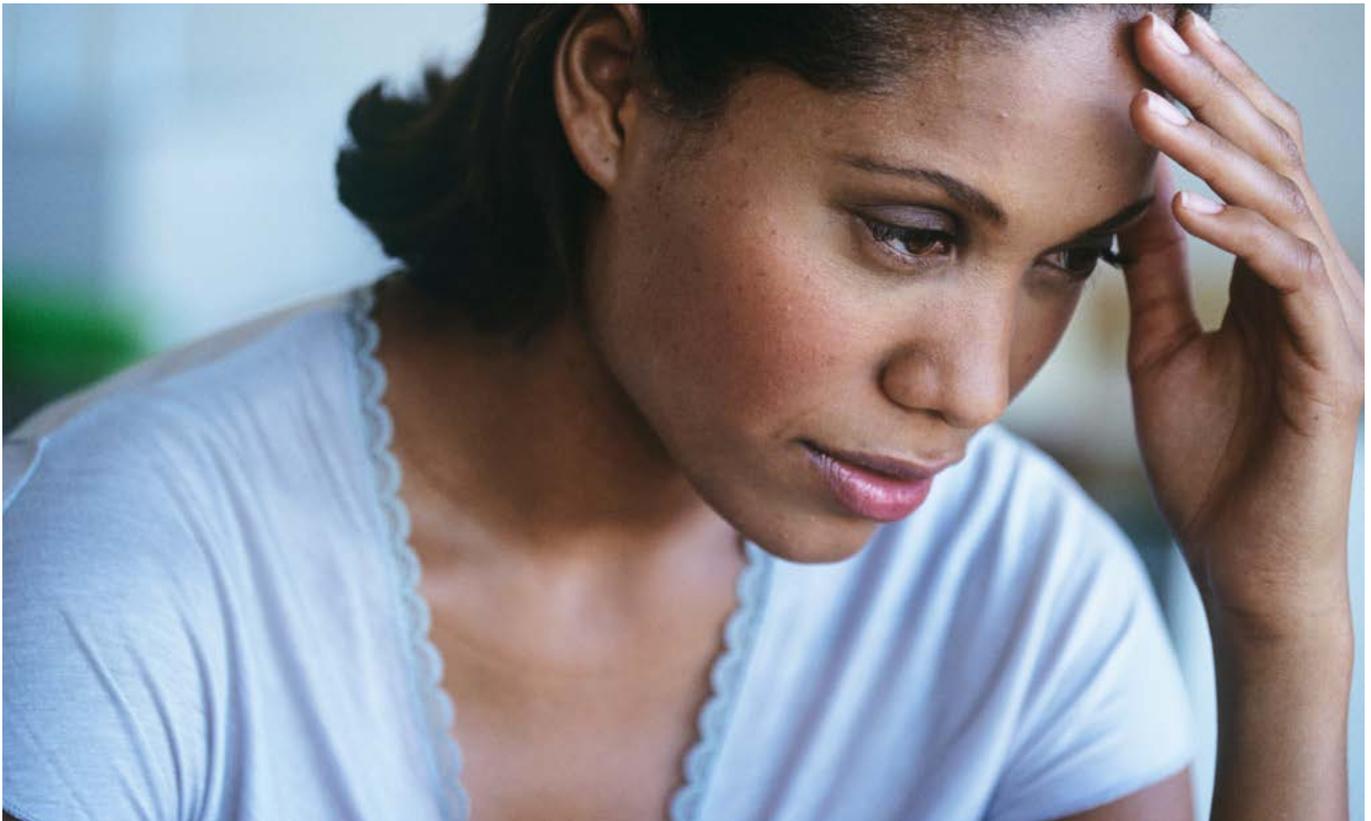
CASE STUDY

MICHAEL D. SIEGEL, PARTNER, SIEGEL & SIEGEL, PC

PROBLEM

FINDING A TIME-EFFICIENT METHOD TO IDENTIFY PROSPECTIVE CLIENTS

When Michael D. Siegel, a bankruptcy lawyer in New York City, was first growing his practice, he participated in bar and other referral services to get new clients. In order to receive a referral, lawyers were required to offer a free consultation. The prospective client and the attorney had to take time out of their work day to meet. Often enough, the matter wasn't the right fit for Michael's practice, meaning that both parties had wasted time unnecessarily.



SOLUTION

Michael participates regularly in the [Ask a Lawyer](#) feature on Lawyers.com. “It takes just a few minutes to respond to a question and start a conversation with a prospective client. You can tell quickly whether or not there’s a fit.” The convenience plays a big role too because Michael can answer questions after hours or whenever he has a free moment, or not answer at all if the inquiry doesn’t have potential — there’s no obligation.

It pays to be an early adopter. To this day, some of the firm’s clients originated from some of the first questions to which Michael responded back in 2008.



BENEFITS

REACH THE RIGHT AUDIENCE

Ask a Lawyer provides targeted advertising and the efficiency of being able to participate when an attorney's schedule allows. "When you do something on mass media, maybe less than one percent of the people are interested in what you're selling. Yet, if someone posts a question or comment and engages you online, they are 100% interested and all you need to do is close the deal. It's extremely targeted advertising that you can't get anywhere else," notes Michael.

"Consumers post on all of these boards. The number one way people find lawyers is through referrals. The number two way is this way. It's definitely legitimate. I only answer questions from people who can potentially be clients. It's a one-on-one marketing effort."



BENEFITS

INCREASE YOUR CONVERSION

Michael's success rate is high as a substantial percentage of the people with whom he engages will follow up with at least a consultation. Ask a Lawyer also has allowed his firm to expand its client base globally as people outside the United States post questions because they have a legal issue in New York and no other way to find a lawyer there.

There's also the added benefit of increasing the content a lawyer has online. Consumers who may hesitate to post a question will read the content, which confirms a lawyer's expertise and knowledge, and which creates a familiarity before the potential client ever calls. "Everyone Googles you before they call and it all interrelates. You need social media, but you also need to establish professional credibility with a targeted legal internet presence," says Michael. "Ask a Lawyer is a component of it."

