



ANGEL

Sales Reps Digital Targeting Strategies for the **Legal Services Industry**



AUDIENCE EXTENSION

MULTI-PLATFORM TARGETING

RIGHT AUDIENCE ACROSS ALL SCREENS

Frequently Used Targeting Mix / Options

General Population

- Run of network within target zip codes of your direct market area

Sample Behavior Targeting Options

- Legal Services

Common Content Targeting Options

- Law & Government > Legal Issues
- Family Channel
- Business
- Entertainment

Common Demographic Targets

- Income
- Age
- Gender

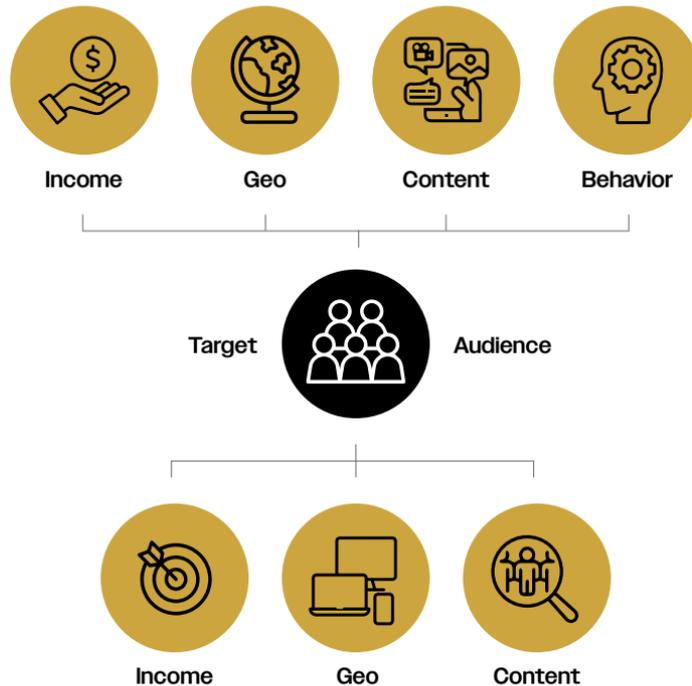
Retargeting

- Desktop site visitors
- Display & pre-roll
- Search retargeting

We'll optimize across content targets, data sets & platforms based on performance.

AUDIENCE EXTENSION

INVENTORY + TECHNOLOGY



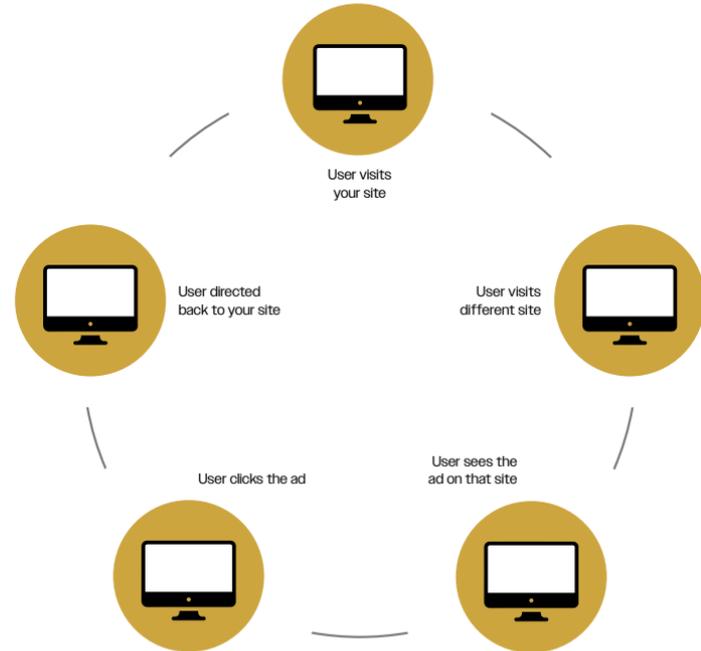
We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions.

Precision targeting allows us to reach your core audience segments.

AUDIENCE EXTENSION

SEGMENTED RETARGETING

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal



1. Search Retargeting

2. Display & Pre-Roll Retargeting

3. Search Retargeting

4. Display & Pre-Roll Retargeting

CASE STUDY

DIGITAL MARKETING

Company Overview

A local attorney needed to bring new customers to their site to convert them into clients. Specifically they wanted to focus on DUIs and Criminal Cases.

The Challenge

Today when customers need to find an attorney, they research online on sites that explain their particular problem. Without an online strategy they were missing out on customers everyday. They needed an online strategy to reach online researchers and turn them into clients.

The Plan

By combining behaviour, content, IP and retargeting, the team was able to reach the client's target / potential high net worth consumer at all stages of the decision making process.

The Results

In 6 months the team accomplished the following:

- Increased new client form submissions requests for appointments
- Increased the awareness of Attorneys services through content sites
- Increased the overall number of client appointments

The Results

- 500K Impressions
- .11% CTR
- 550 site visits / interested applicants



AUDIENCE PROFILE

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

- **Extensive Reach**
- **Device Independent**

Reach more customers with accuracy and privacy on any internet-enabled device.





TALK TRACKS & ELEVATOR PITCH

Consumers in need of legal services turn to the internet to research legal issues and to find an attorney that fits their need.

“The internet provides a faster, easier and more thorough method to find an attorney, compared with alternatives”

Stephen Noel, Thomson Reuters, Inc.

Realizing how consumers are searching for legal services has led many Attorneys to rethink their marketing budget strategy and allocate more of their marketing budget to online advertising. We leverage all forms of digital marketing to help create the right digital media mix and measures each platform, it's productivity and ultimately it's cost per acquisition.

In addition, by leveraging the data through proprietary tracking and reporting mechanisms, we establish valuable inferences based on how website visitors are engaging with website, which results in maximizing marketing budget.



FOR
SALES REPS

INTRO EMAIL

Subject Line: Appointment

Dear Mr. Advertiser,

I wanted to reach out and see if you have time available on Monday or Tuesday next week to discuss what Adfuel is doing for other clients in the legal field and see if it might be a good fit for you.

We have a unique way to target people seeking legal services and would like to discuss how this can work for your business/firm.

Please let me know if 1 or 2 pm would work for you either day to discuss.

Thank you,



FOR SALES REPS

SAMPLE QUESTIONS

TO ASK AN INTERNET SALES MANAGER OR A GENERAL SALES MANAGER

- What is your current online marketing plan look like?
- What services do you focus on?
- How do you typically market those services?
- Most people needing legal services need to make real-time quick decisions. How are you currently getting in front of these people?
- How do you measure your digital advertising effectiveness?
- Do you know what you're typically willing to invest in your overall campaign from a marketing perspective?



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To learn more about Adfuel and our advanced marketing solutions
please visit us online at: www.AngelInvestorNetwork.com