

NIALENA CARAVASOS
LAW OFFICE OF NIALENA CARAVASOS

CASE STUDY



ATTORNEY:
NiaLena Caravazos

SELECTIONS:
Super Lawyers:
2008-2009, 2011-2018
Rising Stars: 2005-2006

FIRM:
Law Office of NiaLena
Caravazos; Philadelphia,
Pennsylvania

SIZE: Solo practice

SCOPE AND SERVICES: Criminal defense

MARKETING SOLUTIONS:

NiaLena Caravazos majored in marketing while earning a degree from The Wharton School and after establishing her own firm, she used the Super Lawyers online directory and print advertising to attract the right clients. She has developed an integrated marketing strategy, which allows her boutique firm to succeed in a competitive market and provides her the federal defense cases she desires.

FIRM GOAL: increase the number of quality clients contacting the firm through an online directory profile and print advertising

NiaLena Caravazos works hard to develop a practice known for compassion and success. As her firm grows, Caravazos sees an opportunity to leverage her accolades to garner high-quality cases worthy of her skill and determination. "Cases are a very big investment," Caravazos said. "I've become very selective about who I will take on as a client."

Her judicious approach aligns well with Super Lawyers' patented process to name the top five percent of attorneys in the United States. Caravazos targets clients in need of life-changing representation and her hands-on criminal defense process means she requires a higher quality of client and a unique marketing plan.

Caravazos wants to grow her practice, but it's important to maintain her reputation by representing the right clients in the Philadelphia criminal defense market. Pairing print advertising in both the 2017 Pennsylvania and Delaware Super Lawyers Magazine and the special attorney section of Philadelphia Magazine, with a strategic online presence in the SuperLawyers.com directory, has led to an increase in contacts to the firm and expands the reach of her solo practice.

"Investing with Super Lawyers is an honor," Caravazos said. "I'm really promoting the recognition instead of just being in a directory. It sets the stage with people. It gives them confidence."

"I HAVE TO BE VERY SELECTIVE ... I HAVE TO BE CAREFUL TO GET THE MOST BANG FOR MY BUCK IN THE WAY THAT I WANT."

- ATTORNEY NIALENA CARAVASOS

SUPER LAWYERS SOLUTION

The Law Office of NiaLena Caravasos uses an integrated marketing approach, investing in both print and online directory advertising to reach the right consumers and develop her referral network. Her commitment to reach those clients and referring attorneys led Caravasos to improve her online directory, advertise in regional magazines and leverage her legal accolades prominently in her office.

- **Extend Firm Exposure to 897,000 Readers:** Caravasos established geographically targeted print advertising in the special section devoted to attorneys in *Philadelphia Magazine*, which reaches 852,000 readers, and in the 2017 edition of the Pennsylvania and Delaware *Super Lawyers Magazine*, which is distributed to 45,000 referring attorneys.
- **Increase Online Visibility:** NiaLena's Premium Online Attorney Profile and TopSpots provide her increased exposure on the SuperLawyers.com directory and highlight her achievements to potential clients searching online. Her profile leverages her many years selected to the Super Lawyers and Rising Stars lists, her rating as "Top 100 Trial Lawyers" by The National Trial Lawyers, her verdict wins and her selection as the only criminal defense lawyer featured on the Super Lawyers cover in *Philadelphia Magazine*.
- **Showcase Accolades:** NiaLena's office in Philadelphia is filled with plaques and marquees, including one from her selection to the Super Lawyers list for the 10th year in 2018. Showcasing her accomplishments helps make clients feel confident in her ability to defend their case. In addition, you will find copies of her feature article in the 2013 issue of Pennsylvania and Delaware *Super Lawyers Magazine* in the lobby area and conference rooms. Caravasos noticed an uptick in client leads as well as a whole new level of awareness about her firm not just immediately but also in the years since the article was published.

RESULTS

NiaLena's dedicated and varied marketing approach has expanded the reach of her firm and led to more leads contacting the firm. In addition, traffic levels to her Premium Online Attorney Profile increased by eight percent in the month following the release of the 2017 Pennsylvania and Delaware *Super Lawyers Magazine* and impressions to her TopSpots advertisements have grown by nearly 40 percent in the last 12 months.

32 Contacts to NiaLena's firm in the nine months since the 2017 Pennsylvania and Delaware *Super Lawyers Magazine* published

40% Increase in impressions to NiaLena's TopSpots advertisements during the last 12 months.

“I have plenty of people who've contacted me because of my TopSpots, and I've had several clients contact me saying they want a Super Lawyers selectee.”

-ATTORNEY NIALENA CARAVASOS

ABOUT SUPER LAWYERS

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