

CLAUDIA LAGOS
SCULLY & LAGOS

CASE STUDY



ATTORNEY:
Claudia Lagos

SELECTIONS:
Super Lawyers
Rising Stars list: 2015-2018

FIRM:
Scully & Lagos;
Boston, Massachusetts

SIZE: Two attorneys

SCOPE AND SERVICES: Criminal defense, civil law and family law

MARKETING SOLUTIONS:
Super Lawyers Premium Online Attorney Profile,
Super Lawyers Directory TopSpots and call tracking

“WHEN A CLIENT COMES THROUGH THE DOOR FROM SUPER LAWYERS, THEY ALREADY KNOW THEY WANT US.”

- ATTORNEY CLAUDIA LAGOS



Firm goal: Bring in quality clients that fit a niche criminal defense practice.

While Scully & Lagos runs the gamut of criminal defense, Claudia Lagos has developed a niche in their practice. She's become known for tackling the tough cases of those facing sex crime charges. She also represents a small number of civil and family law cases, but the firm's bread-and-butter lies within the criminal defense sphere.

Coming out of law school, Lagos worked as a public defender but made the shift to private practice. After being named a Super Lawyers Rising Stars selectee, Claudia Lagos is fast becoming one of the go-to attorneys for those facing criminal charges in the Boston area.

As she established an excellent reputation, Lagos knew she needed to invest in new means of reaching potential clients. She was used to getting cases via referrals but wasn't willing to rely solely on them. In an effort to gather more specific clients that knew she was the attorney to defend their case, Lagos turned to Super Lawyers.

"Super Lawyers has a really good reputation and clients care about you being on the list," Lagos said. "Clients see it as meaning I've already been vetted. They can trust that I'm a good attorney."

Aiming to leverage her selection to the Rising Stars list, she collaborated with Super Lawyers to expand her client list by getting her name in front of legal consumers online and creating better visibility in a large market.

Super Lawyers®

SUPER LAWYERS SOLUTION

Lagos' commitment to reaching potential clients searching for her firm online led her to upgrade her SuperLawyers.com profile and invest in advertising opportunities through the SuperLawyers.com directory. With a niche criminal defense practice, along with a small amount of family law cases, Lagos uses her marketing spend on the following strategies to bring in quality clients:

- **Increasing Online Presence:** Lagos' Premium Online Attorney Profile gives her more opportunities to connect with potential clients on the SuperLawyers.com directory and allows her to highlight her achievements. This process supplies her visitors with more information to vet her and options to easily call and email the firm. It also provides mobile-friendly options for potential clients to contact Scully & Lagos.
- **Targeted Advertising:** Working with Super Lawyers, Lagos uses targeted directory ads to raise brand awareness around specific criminal defense issues that consumers face. This helps her reach the right clients at the right time in their search for an attorney. In addition, she gains greater brand visibility among those searching for a female criminal defense attorney in the Boston area.
- **Leveraging Accolades:** Lagos acknowledges the impact her Rising Stars selection has on her practice. She talks with clients consistently about their decision-making process and doesn't shy away from promoting her accolades, leveraging them to help potential clients know she's the right attorney for the job.

RESULTS

Lagos' strategy has paid off with an increase in profile views on the Super Lawyers directory and potential clients taking more action. Lagos received more than quadruple the clicks-to-call or clicks-to-email as a result of her Super Lawyers directory ads in the last year and she experienced a nearly 67 percent uptick in profile views. In addition, the firm overall received 120 contacts and 67 law firm profile visits during the same time frame.

67

Percent increase in views of Lagos' Super Lawyers profile in the last year.

71

Clicks-to-call or email on Lagos' directory advertisements in the last year.

When [potential clients] come in, they already know that they want me because of what they've seen on SuperLawyers.com.

—ATTORNEY CLAUDIA LAGOS

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