

Thaker Berowitz, LLP

Category – Immigration Law Firm



“Path Interactive has been a critical partner in the success of our firm and its tremendous growth just one year. We are fortunate to work with the most competent, professional, and courteous representatives in the marketing industry, who assess our needs regularly and work with us to optimize our marketing results. No other marketing methods that we have utilized have surpassed what Path Interactive has been able to do. In fact, we are reducing and eliminating other marketing strategies to work even more closely with Path!”

Ruchi Thaker
Partner
Thaker Berowitz LLP



ABOUT PATH INTERACTIVE

Path Interactive is a leading Search Engine Marketing company that delivers its clients the highest ROI. Path provides comprehensive Pay-per-Click Management, Organic Optimization & Web Consulting Services for both local and nationally targeted clients.

For more information, visit
www.pathinteractive.com

Business

Thakerlaw.com, a website for Thaker Berowitz LLP, was founded in 2006. This law firm, located in downtown Manhattan, specializes in all immigration matters, including naturalization, deportation defense, consular processing, asylum, visas, and federal litigation, as well as family-based and employment-based immigration. The two partners of the firm are capable and highly credentialed, with many years of successful experience between them in all areas of immigration law.

Approach

In the past, Thaker Berowitz LLP had utilized traditional print advertising and limited online directory listings in order to increase phone calls to their firm and add to their clientele, most of whom were referred on a word-of-mouth basis. The firm struggled to establish a firm ROI from its advertising vehicles. Path Interactive recommended and implemented a sponsored search program with highly targeted ad placement for the different segments of their practice. CallPath, Path’s call tracking software, enabled the firm to definitively establish the campaign’s ROI.

Results

Path’s targeted combination of keyword selection and conversion tracking provided the firm with a highly successful ad campaign. Immediately, calls increased substantially, and the firm was able to correlate their phone traffic to their campaign by analyzing the call reports and consults the online ads generated. The firm has reported that more than half of their consultations and inquiries now result from the online campaign. The campaign far exceeded traditional advertising and any other online marketing vehicles. Shortly thereafter, Thaker Berowitz LLP doubled their advertising budget. The new business generated by the campaign, along with their other referrals and existing clientele, has grown the firm well beyond the startup stage, enabling them to establish themselves as a premier law firm within the immigrant community.