



# Gaydos Law P.C. Case Study

Full-Service Marketing Campaign

## At a glance

Gaydos Law partnered with VIV to improve their online presence by launching a new website, managing their listings, executing paid ads, and enhancing their social media presence. With VIV's comprehensive services—social media management, social media ads, and lead management—Gaydos Law has seen substantial growth over the past year. The results tripled over a three-year span show impressive outcomes, highlighting the effectiveness of the strategies VIV implemented.

## Key metrics

Gaydos was able to drive the following results in a short amount of time.



**3.11M+**

Impressions Generated



**711**

Form Leads



**7,923**

Calls Generated



1099 Stahl Rd Newburgh IN, 47630



builtbyviv.com



3,000+ Clients Nationwide

## CHALLENGES

- An outdated online presence that lacked the ability to engage new clients effectively.
- Inconsistent visibility across search engines and listings platforms.
- Minimal social media engagement, limited paid ads strategy, and no clear lead management system.

## SOLUTIONS

- **Website Development:** VIV developed a new, user-friendly website that better reflected Gaydos Law's services and provided an easy way for potential clients to get in touch.
- **Listings Management:** Gaydos Law's information was accurately listed across search engines and directories, improving local visibility and searchability.
- **Paid Ads Strategy:** Targeted paid advertising campaigns were executed to attract more qualified traffic and increase conversions.

## BENEFITS

1

### Increased Visibility and Traffic

The website and lead management system allowed for seamless client acquisition, generating qualified leads and improving the firm's overall marketing efficiency.

2

### Improved User Experience

The new website, combined with social media management and paid advertising, led to 7,923 click-to-call actions and 711 form submissions over three years, helping Gaydos Law convert more website visitors into clients.

3

### Effective Lead Generation

VIV's paid advertising strategy, combined with optimized social media content, ensured that Gaydos Law's advertising budget was used effectively, leading to 11,271 social media reach and increasing lead generation.

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