

# Becoming a Trusted Legal Resource During the Coronavirus Pandemic & Attracting More Cases

With the help of Scorpion, Lance Fryrear boosted exposure for his Lynwood, Washington criminal defense firm and strengthened business for his practice during the pandemic.

## THE GOAL

### Staying Visible During the COVID-19 Crisis

When the COVID-19 outbreak hit the U.S., law firms all over the country were substantially impacted. Court closures put hearings and trials on hold, social distancing made in-person client meetings a challenge, and business inevitably slowed down.

In response, many attorneys completely shut down their marketing efforts — but not Lance Fryrear. He decided to use his marketing to keep his four-attorney firm, The Law Offices of Lance Fryrear, in front of prospective clients during this time. As the firm's digital marketing partner, our team at Scorpion helped Lance deploy a winning online strategy that gave his practice a competitive advantage during a challenging season.

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## THE SOLUTION

### Building Exposure & Engagement with Helpful Content

Lance knew that even though fewer people were hiring defense attorneys, they still had questions they needed answered, especially during the uncertain times of the pandemic. So, he took advantage of this opportunity to become a trusted resource for his current and potential clients.

Lance produced a number of educational blog posts on topics that were trending due to COVID-19, and then our team at Scorpion created a few campaigns on Facebook that boosted the posts over the span of several weeks, promoting the content to people in the local area. Two of the firm's highest-performing posts were on the following topics:

1. The legal consequences of breaking quarantine or sheltering rules
2. Changes to firearm rights during COVID-19, particularly pertaining to hunting and fishing

## THE OUTCOME

### Thousands Reached Online & an Increase in Business

Lance's content and social media marketing efforts turned out to be a resounding success. The engaging nature of the blog content combined with the added exposure achieved through paid promotion on social media allowed the firm to cast a wider net in their reach, and it brought a wave of new traffic to their website.

One of the most impressive aspects of the posts' performance is that they resulted in a high number of social media shares, which essentially multiplied the firm's exposure, bringing a high volume of organic clicks in addition to paid clicks.

Here are the results the firm saw from their efforts:

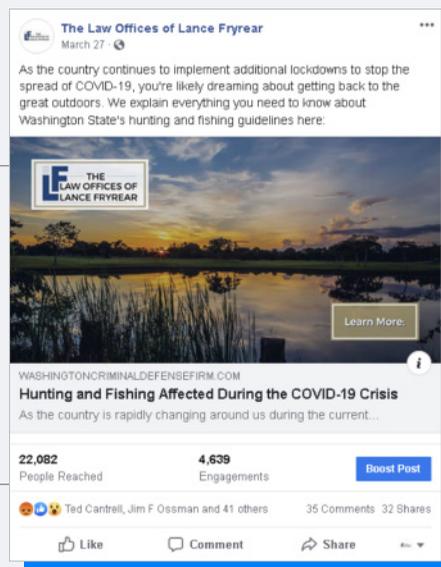
#### Blog & Social Results: Breaking Quarantine Rules

- **68,641** reached
- **22,262** engagements
- **21,058** new visitors to the website  
(including 11,000+ from organic clicks)
- **653** comments
- **302** reactions
- **219** shares



#### Blog & Social Results: Firearm Rights

- **22,082** reached
- **4,639** engagements
- **4,465** new visitors to the website  
(including 11,000+ from organic clicks)
- **80** comments
- **62** reactions
- **33** shares



## April 2020 Business Results:

- **480%** increase in website traffic from social content ads
- **Zero** reduction in normal call volume
- **86%** of usual revenue achieved (compared to the firm's goal of 50%)

"We asked ourselves, 'How can we help our clients?' Many people aren't that up to date on the news, so we wanted to write some articles that could serve as a resource to them and their families. Not only did we see a great deal of traffic generated to our site, but we had clients thanking us for writing those articles. Some of our posts even led to new business!"

LANCE FRYREAR

OWNER AND PRINCIPAL ATTORNEY  
THE LAW OFFICES OF LANCE FRYREAR

**THE LAW OFFICES OF LANCE FRYREAR**

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