



**LG LAW IS GETTING MORE CLIENTS FROM HIS LOCALIQ MARKETING CAMPAIGNS.**

## LG LAW

### ABOUT

LG Law is a law firm serving the Kansas City, MO, area with a focus on employment-related claims.

### CHALLENGES

Lewis Galloway, attorney and owner of LG Law, was looking for a way to reach the people searching for his services in his area. While he regularly received referrals from other attorneys, the majority of his clients don't have a prior relationship with a lawyer and are searching for them on search engines.

### SOLUTIONS

After being referred to our team more than five years ago, Galloway began working with us for LOCALiQ solutions including Search Marketing, Live Chat, and Websites so he could get in front of potential clients searching for his services, present a clear picture of who he is and what he does on his website, and capture and qualify leads with live chat.

### RESULTS

Galloway has consistently seen positive results from his integrated marketing strategy. He's been able to get in front of new searchers with Search Marketing and drive them to an updated, optimized website designed to capture leads and clearly portray him and his practice. Live Chat allows him to capture reluctant leads (those who may not want to call a lawyer but are comfortable chatting with a live chat agent) and can easily qualify those leads by reading his chat transcripts.

**“My campaign has been good at finding the right people that need the type of legal services that I provide. The team is great at reassuring me that I’m getting what I paid for, that it works, and that they’re not setting it and forgetting it.”**

*Lewis Galloway  
Attorney, LG Law*