

KIRK C. STANGE
STANGE LAW FIRM, PC

CASE STUDY



ATTORNEY: Kirk C. Stange

SELECTIONS:

Selected to Super Lawyers: 2015
Selected to Rising Stars: 2013 - 2014

FIRM: Stange Law Firm, PC
13 offices in Missouri and Illinois

SIZE: 28 attorneys

SCOPE AND SERVICES: Family Law

MARKETING SOLUTIONS: Geographically targeted print advertising, robust online profile presence, Ask Super Lawyers Answer Page subscription, Recognition Plaques and Framed Certificates

When promoting accomplishments, Stange Law Firm believes in an integrated marketing approach with the goal of getting in front of as large an audience as possible. Through magazine advertising, online attorney profiles and displaying plaques in their office, they have used the Super Lawyers seal of approval to provide instant credibility to potential clients.

“OUR BUSINESS DEVELOPMENT GOALS ARE QUITE AGGRESSIVE. WE SAW SUPER LAWYERS AS THE STRONGEST PLACE TO GET OUR NAME OUT THERE TO LEGAL INFLUENCERS AND CONSUMERS.”

- ATTORNEY KIRK STANGE



FIRM GOAL: to grow its law firm by differentiating itself in the marketplace and attracting high-quality cases

Kirk Stange is a founding partner at Stange Law Firm and has years of litigation experience in various kinds of domestic cases. Even though the firm has a storied history of success, it wanted to continue growing. With a total of five selectees between the Super Lawyers and Rising Stars lists, Kirk saw a unique opportunity to leverage this recognition as a tool to generate higher-quality cases.

“The name recognition of Super Lawyers alone instills a sense of confidence that a potential client has come to the right place for their legal needs,” says Stange. “The nice thing about our marketing approach is that we use multiple channels to reach people, because oftentimes folks need to see something more than once before they will respond to it.”

Combining print advertising in both Missouri and Illinois *Super Lawyers Magazines* with an online presence in the SuperLawyers.com directory has led to increased word-of-mouth recognition for the firm as a whole. “There are a lot of different firms out there that do what we do,” says Stange. “The biggest thing Super Lawyers has done is given us a way to differentiate ourselves in the marketplace.”

SUPER LAWYERS SOLUTION

Stange Law Firm focuses on a Super Lawyers integrated marketing strategy that puts them in front of both consumers seeking legal services and referring attorneys.

- **Expand Reach to 338,500 Readers:** Stange Law Firm launched a geographically targeted print advertising campaign in the 2015 editions of the Missouri and Kansas *Super Lawyers Magazine* and the Illinois *Super Lawyers Magazine* reaching a total of 74,000 referring attorneys. In addition, the firm placed an Ask Super Lawyers Platinum Profile in the Super Lawyers supplement in the St. Louis Post-Dispatch to get in front of 264,500 consumers.
- **Increase Online Visibility:** Kirk's Premium Online Attorney Profile gives him great placement in the SuperLawyers.com directory and highlights his achievements to potential clients searching online. On his profile you will notice Kirk's years of selection to the Super Lawyers and Rising Stars lists, along with other recognitions like the "Top 10 Family Law Attorney in Missouri" award given by the National Academy of Family Law Attorneys.
- **Highlight Expertise:** Kirk also has an Ask Super Lawyers Answer Page on SuperLawyers.com which uses optimized content to direct consumers with a specific legal issue to his personal Answer Page. Kirk answered the following question a consumer might ask: How can I afford to get divorced in Missouri when I have high net worth?
- **Showcase Accolades:** If you were to stop by the office where Kirk practices in St. Louis, you would be greeted with copies of *Super Lawyers Magazine* in the lobby area and notice Recognition Plaques of current selectees in various offices and conference rooms.

RESULTS

Kirk's deliberate, multi-faceted marketing approach has led to greater brand awareness for the firm and an increase in high-quality leads. In addition, he has seen traffic levels to his Premium Online Attorney Profile increase in the months following the release of Missouri and Kansas *Super Lawyers Magazine*.

4x more page views to Kirk's Premium Online Attorney Profile than that of non-print purchasers with the same profile.

23x as many page views as non-print purchasers across all online profile types in Missouri and Kansas since October 2015.

"I've indeed noticed an increase in the number of potential clients that reference my Super Lawyers selection as the way they learned about the firm."

-ATTORNEY KIRK STANGE

ABOUT SUPER LAWYERS

Super Lawyers is a rating service of outstanding lawyers from more than 70 practice areas who have attained a high-degree of peer recognition and professional achievement. The selection process includes independent research, peer nominations and peer evaluations.

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Disclaimer: The choice of a lawyer is an important decision and should not be based solely upon advertisements.