Project Spotlight

K MARKETING CO.

STARK LAW GROUP, LLC

INDUSTRY
Finance, Tech, & Legal

PROJECT TYPE
Social Media, Ads, & SEO

PROJECT SCOPE
Marketing Management







ABOUT
THE PROJECT

Stark Law Group, LLC is a Lancaster-based law firm focused on employment law and workers' compensation. Eric Stark leads the firm with over 20 years of legal experience. K Marketing Co. manages their messaging across social media, newsletters, and print design.

THE
CHALLENGE

As a team of legal experts, Stark Law Group needed a stronger and more consistent marketing presence to reach people searching for employment-law guidance and to communicate the firm's expertise clearly across multiple channels.

OUR
SERVICES

- Social Media & Ads: Managed social media and targeted ads to increase visibility and reach potential clients.
- Newsletters & SEO: Created monthly newsletters and managed SEO to improve search visibility and client engagement.
- Print Marketing: Developed print materials to reinforce the firm's brand across the community.

RESULTS AT A GLANCE

GOOGLE ADS LEADS
71 Monthly Conversions

SEARCH VISIBILITY
1,140 Ranked Keywords

WEBSITE TRAFFIC
3,870 Monthly Sessions

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