

GROWTH

DEMAND-TO-CASE GROWTH ENGINE

Turning a legal brand into a memorable point of view.

ROLE Marketing Director

CLIENT PI Law Firm

DISCIPLINE Growth

SELECTED WORK BY

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SOURCE MATERIAL

Executive Growth Roadmap + 90-Day Marketing Calendar

01 / EXECUTIVE BRIEF

Growth thesis

The PI law firm’s growth opportunity was not another isolated campaign. It was the connective tissue between brand, acquisition, intake, attribution and case value.

NORTH STAR Optimize to expected net fee from signed cases, not clicks, raw leads or vanity rankings.

ENGINE LAYER	PRIMARY MOVE	SUCCESS SIGNAL
Demand	Win Orange County and Los Angeles through high-intent search, local visibility and disciplined paid testing.	Qualified nonbrand demand by market and practice area.
Conversion	Provide fast bilingual response, missed-call recovery and consistent intake scripts.	Qualified-lead-to-consult and consult-to-sign rates.
Economics	Return lead and signed-case outcomes to CRM, call tracking and media platforms.	Cost per signed case and marketing cost as a percentage of expected fees.
Trust	Use attorney-led content, reviews, proof and community presence.	Review velocity, branded search and assisted conversions.

Portfolio rule

Allocate 70% to proven market-practice combinations, 20% to controlled growth tests and 10% to creative or emerging-search experiments. Reallocate monthly using qualified volume and case value.

02 / EIGHT INITIATIVES

Priority portfolio

#	INITIATIVE	FIRST MOVE	GATE
1	Measurement + case attribution	Unify analytics, call tracking, CRM stages and source data.	0-30d
2	Intake + conversion	24/7 coverage, fast digital response, bilingual scripts and recovery.	0-60d
3	Paid acquisition rebuild	Separate brand, practice and market campaigns. Pilot search and LSA.	30-90d
4	SEO + AI authority	Repair indexation, rebuild hubs and publish answer-led expertise.	3-12m
5	Local market system	Strengthen legitimate profiles, NAP consistency, reviews and map visibility.	30-180d
6	Proof + bilingual content	Publish verified journeys, results taxonomy and native Spanish conversion assets.	60-180d
7	Brand + community demand	Activate short-form advice, local partnerships and referral visibility.	3-12m
8	Lifecycle + recapture	Build consent-based follow-up for missed and unconverted opportunities.	3-9m

SCALE CONDITION A channel earns more budget only after qualified volume is sufficient to judge signed-case rate, case mix, capacity and expected fee.

03 / BUILD, EXPAND, ACTIVATE

90-day rollout

PHASE	OBJECTIVE	SELECTED EXECUTION	SUCCESS CHECK
Month 1 Foundation	Install the operating system.	Access, approvals, baseline reporting, five organic posts per week, two static concepts, SEO prioritization and video inventory.	Tracking checked, calendar approved and reporting live.
Month 2 Content expansion	Add authority and social proof.	Publish Fine Print, launch testimonials, retarget engaged users, refresh static ads and prepare bilingual intake.	Article indexed, video metrics recorded and lead quality reviewed.
Month 3 Market expansion	Launch Spanish and field activation.	Spanish creative tests, bilingual video, community visits, referral outreach and source tagging.	Spanish and field leads attributed by source and quality.

Operating cadence

- Weekly: publishing, paid monitoring, lead-source review, comments, direct messages and blockers.
- Monthly: performance report, creative winners and losers, SEO progress, signed-case attribution and budget action.
- Quarterly: qualified leads, signed cases, cost per signed case, channel contribution and market-expansion decision.

Measurement architecture

DEMAND	CONVERSION	ECONOMICS	TRUST
Nonbrand qualified leads	Answer and response time	Cost per qualified lead	Review velocity
Market-practice volume	Qualified-lead rate	Cost per signed case	Intake QA score
Spanish and field sources	Consult and sign rate	Expected net fee	Branded search demand

Quarter target model

OUTPUT	AUG	SEP	OCT	QUARTER
Organic posts	20	20	20	60
Static ads	2	2	2	6
Fine Print articles	0	1	1	2
YouTube videos	0	2	1	3
Spanish posts	0	0	8	8
Field activations	0	0	2	2

GOVERNANCE Weekly teams review lead quality and response failures. Monthly leadership reallocates budget. Quarterly partners approve expansion, claims and the content authority agenda.

Planning targets are directional hypotheses until validated against analytics, CRM, call, ad-platform and case-management data. No ranking, lead volume or financial return is guaranteed.