

cj Advertising Empowers Law Firms to Champion Justice in Complex Birth Injury Cases

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Kalin Dudley, Chief Digital Officer

Nashville-based marketing and advertising agency celebrating its 30th anniversary, is renowned for its expertise in personal injury law firm marketing. But beyond the typical realm of motor vehicle accidents, cj Advertising also specializes in generating leads for highly specialized case types, such as birth injury.

Birth injury cases are exceptionally complex. They require a delicate balance of legal expertise, medical knowledge, and compassionate communication. Marketing these cases presents unique challenges, demanding sensitivity and

respect for the families involved, while effectively conveying the law firm's ability to navigate these intricate legal battles.

cj Advertising helps law firms overcome these marketing challenges. One such successful partnership is with [Fieger Law](#), a firm with a legacy of winning landmark cases for over 70 years. Fieger Law has a history of championing justice in high-stakes cases. In one notable case, the firm won the largest verdict in Michigan history: \$144 million for a little girl who suffered brain damage at birth. For Fieger Law, cj Advertising implemented a multi-channel marketing strategy that generated 24 directly attributed birth injury cases at a cost of approximately \$12,500 per case. While the cost per case was significant, the average birth injury case value exceeded \$1 million, highlighting the immense value of each successful connection. By strategically utilizing Google Search, display networks, Facebook, and Instagram, cj Advertising reached potential clients at the optimal time and place.

Kalin Dudley, Chief Digital Officer at cj Advertising, noted, "We understand the grief and pain of families experiencing a birth injury, so we work to ensure our messaging is empathetic and thoughtful. The goal is to connect families with Fieger Law so they can get the help they need

and focus on healing."

As cj Advertising celebrates three decades of growing personal injury law firms, their commitment to navigating specialized case types like birth injury underscores their dedication to helping firms champion justice for those who need it most.

About cj Advertising

For 30 years, cj Advertising has been a trusted partner for law firm marketing, specializing in personal injury law. They leverage data-driven strategies and creative excellence to help firms grow. cj offers a comprehensive suite of services, including video production, website design, digital marketing (SEO, PPC, social media), and strategic media buying (TV, print, etc.). Their deep understanding of law firm operations allows them to craft effective, tailored marketing plans that drive results. Beyond marketing, cj Advertising is committed to the community through their Camels with a Cause program.

Visit cjadvertising.com to learn more.

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