

Sage Marketing Solutions Releases Law Firm Growth Blueprint for Criminal Defense Attorneys

New resource examines visibility, website conversion, intake and performance tracking for criminal defense law firms

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Matthew Nigro

has announced the release of the [Law Firm Growth Blueprint for Criminal Defense Attorneys](#), a new educational resource developed specifically for criminal defense law firms seeking to evaluate and improve their approach to client acquisition.

The [blueprint](#) examines the complete path between a prospective client searching for legal representation and ultimately becoming a signed client, including online visibility, website structure, paid advertising, phone calls, response time, intake and performance measurement. The blueprint also includes an audit scorecard to help law firms

evaluate where they currently stand.

“Criminal defense marketing presents a unique challenge because prospective clients are often searching for legal help during an immediate and stressful situation,” said Matthew Nigro, founder of Sage Marketing Solutions. “The blueprint was created to look beyond any single marketing tactic and examine how the entire system works together.”

One of the core concepts covered is Sage Marketing Solutions' “[Be Everywhere](#)” strategy, which focuses on creating multiple opportunities for prospective clients to encounter a firm while searching for representation. Repeated visibility can help establish familiarity, authority and credibility before a prospective client ever contacts the firm.

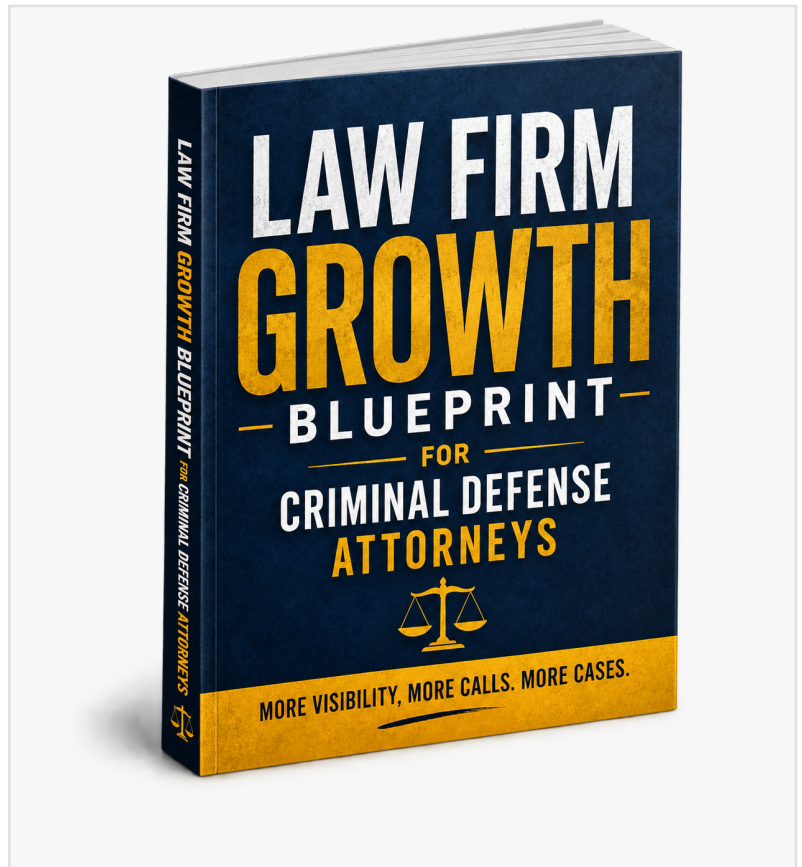
The blueprint also addresses the urgency behind many criminal defense searches and how that should carry through a firm's website, advertising, calls to action, response times and intake process.

“A marketing campaign can generate an opportunity, but that's only the beginning,” Nigro said. “The goal is to build a system that can take someone actively looking for a criminal defense attorney and make it as easy as possible for that person to find, contact and ultimately hire the firm immediately”

The Law Firm Growth Blueprint for Criminal Defense Attorneys is available now at no cost through Sage Marketing Solutions.

About Sage Marketing Solutions: Sage Marketing Solutions is a digital marketing agency specializing in helping law firms increase website visibility, generate qualified opportunities, and build more predictable growth systems.

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