



Greenburg & Leibowitz, P.C.

Client: Greenburg & Leibowitz, P.C.

Industry: Legal

Background: As a leading legal firm operating in four states, Greenburg & Leibowitz combine financial planning, legal expertise, and fiduciary responsibility to lead clients in the right direction.

Challenge: The managing partners of the firm desired a marketing strategy to increase market share within both legal and financial counseling markets. In addition, the partners specifically desired a campaign to highlight the financial planning unit of the firm without alienating the core legal brand.

Analysis: ADVERTUS surveyed 600 current and potential clients to:

- Understand the attributes desired in both a legal and financial advisor.
- Measure the respondent's opinion on receiving legal advice from a financial planner.
- Measure the respondent's opinion on receiving financial advice from an attorney.

Approach: With this information, the ADVERTUS team designed a comprehensive plan that included:

- Creating a branding slogan that combined both the financial and legal repositioning of the company.
- Implementing a layered communications plan involving multiple media points to create awareness and adjust external perceptions of Greenburg & Leibowitz.
- Establishing assessment benchmarks and measurement tools to track individual marketing campaigns across both financial planning and legal counseling markets.

The Result: After working with the ADVERTUS consultants, Greenburg & Leibowitz experienced a 32% annual increase in new client acquisitions across both financial and legal units for the past 3 years.

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