



leadferno
SUCCESS STORY

LAW FIRM INCREASES THEIR WEBSITE LEADS BY 46.3%

HERE'S HOW LEADFERNO HELPED CRIMINAL DEFENSE
FIRM MOSES & ROTH BOOST LEADS AND QUICKLY
IMPROVE THEIR LEAD MANAGEMENT



“It’s easy to correspond and easy to assign leads to others on our team for superior lead management. With Leadferno, leads are leading to clients. ”



Jay Rooth

Attorney & Partner

Moses & Rooth - Attorneys At Law

CHALLENGE

CAPTURE MORE WEBSITE LEADS BY MAKING ASKING QUESTIONS AND CONNECTING EASY

Leveraging the immediacy and ease of text messaging, a trailblazing criminal defense law firm has enhanced lead generation and deepened their connections with prospects.

This case study zeroes in on how conversion, powered by text messaging, became a game-changer for the law firm of Moses & Rooth.

In the high-stakes world of criminal defense, this approach has elevated the firm's client acquisition, proving the value of SMS and being easy to work with.

Attorney and firm partner Jay Rooth wanted to improve the firm's lead management and response times. This goal led him and partner Andrew Moses to Leadferno.

“We were looking to improve the management of leads. The leads were being forwarded to Partners and others were not informed when the lead was contacted.



We were doing double work having multiple partners responding to the same lead and sometimes one would assume other partner responded and we missed that lead.

Leads were also getting buried in email, making it difficult to follow up.” shared Jay.

Moses & Rooth needed to find a solution that could impact their lead process and make the team more efficient.



Moses and Rooth is a trusted and experienced criminal defense law firm in Orlando, Florida since 2006.



HIGHLIGHTS

CHALLENGES

- Better calls-to-action
- Increase conversion
- Organize leads
- Fast lead response

SOLUTIONS

- Web-to-text widget for website conversions
- Shared messaging Inbox
- Features to make communication efficient, personal, and organized

RESULTS

- 46.3% rise in web leads
- 200+ SMS leads
- Improved response time
- Zero dropped leads

SOLUTION

MASTERING LEAD CAPTURE AND MANAGEMENT

The firm was ready to take their lead management to a new level, but couldn't afford a steep learning curve or lengthy implementation. Getting started with Leadferno was fast and easy for the team.



“Leadferno’s support was absolute first class. Our account was set up within a couple hours of us telling them we were ready to move forward. The setup, training, and actual start of Leadferno for the firm was instant.

We were responding to text leads within 2 hours of starting with the app.” shared Jay.

Moses and Rooth already had a professional and intuitive website combined with digital marketing strategies to drive traffic to the site.

Adding Leadferno’s Leadbox, a web-to-text widget, to the website placed an always visible call to action on every page of the site.

The firm leverages their excellent review rating and used calls to action to be approachable for questions and help by text messaging an other channels.

The combination of a great website, traffic, and making conversion more visible and easier delivered immediate results.





The robust features and an intuitive user experience of the Leadferno app quickly improved lead management for the firm. Now the team is notified immediately of a new lead with browser and push notifications. Leads are now well organized, assigned, and never forgotten or missed.



*“I like to call it organized management of leads. Everyone in our team **knows the leads that they are responsible for** and who they need to respond to. When we receive a new lead everyone on the team receives a pop up notification on the cell phone. When a response is made or the lead is assigned, the team is notified.*

We are no longer ‘assuming’ someone else responded.” shared Jay.

The results of adding Leadferno to the website shows that it meets the need for prospects to have an easy communication channel in SMS to engage and a tool for the firm to streamline and organize lead management.



*“Our **conversion rate is so much better** than our outdated ‘contact form’ which was then emailed to us.*

Offering text messaging is a big win. Businesses have to offer all forms of communication to their potential client. Everyone has a preference and you cannot lose a lead because you don’t offer a contact option that makes them comfortable. Its like telling a customer that you only offer payment in cash.” shared Jay.

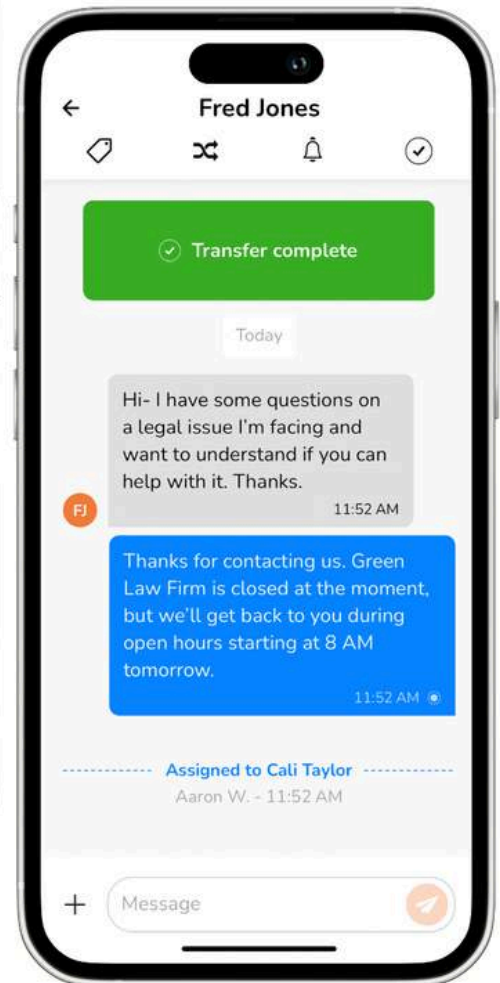
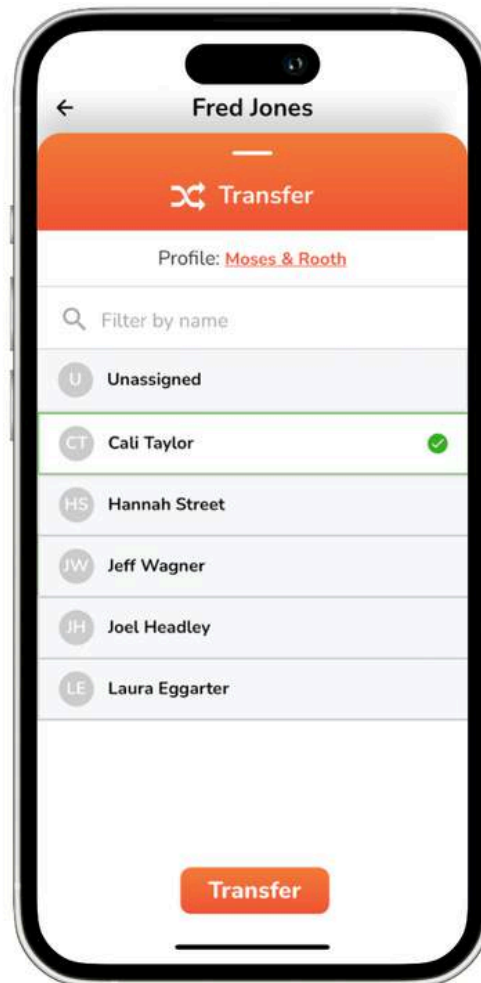
Leadferno brings **business grade features** to make texting and lead management efficient. One of the firm's favorite features is the ability to transfer leads to other team members, ensuring leads are being properly "owned" and handled.

"The ability to transfer a lead to anyone on the team and have them get an instant notification it's assigned to them is huge.



*As a main Partner in the firm, I can **simply press a transfer lead button** and assign the lead to one of the other attorneys in the firm. No more assuming someone else is handling the lead. This eliminates lost leads and wasted time and money." shared Jay.*

Leads can be **transferred** and assigned to any team member or attorney improving follow-up and organization.





MOSES & ROTH RESULTS

46.3% INCREASE IN WEBSITE LEADS IN FIRST 6 MONTHS

"With Leadferno, leads are leading to clients." Jay says.



Using Leadferno for conversion and SMS has helped Moses & Rooth Criminal Defense Lawyers achieve:

- 46.3% increase in website leads in first 6 months
- Over 200 SMS leads
- 61% of new leads answered in under 2 hours

Leadferno helps power Moses & Rooth's website conversion and 2-way texting with the technology to support better processes. Auto replies, Lead Sources, Shortcuts, Scheduled Messages, Tags, Reminders, Transfers, Notes, and more all combine to allow powerful and efficient lead engagement, workflows, and reporting.

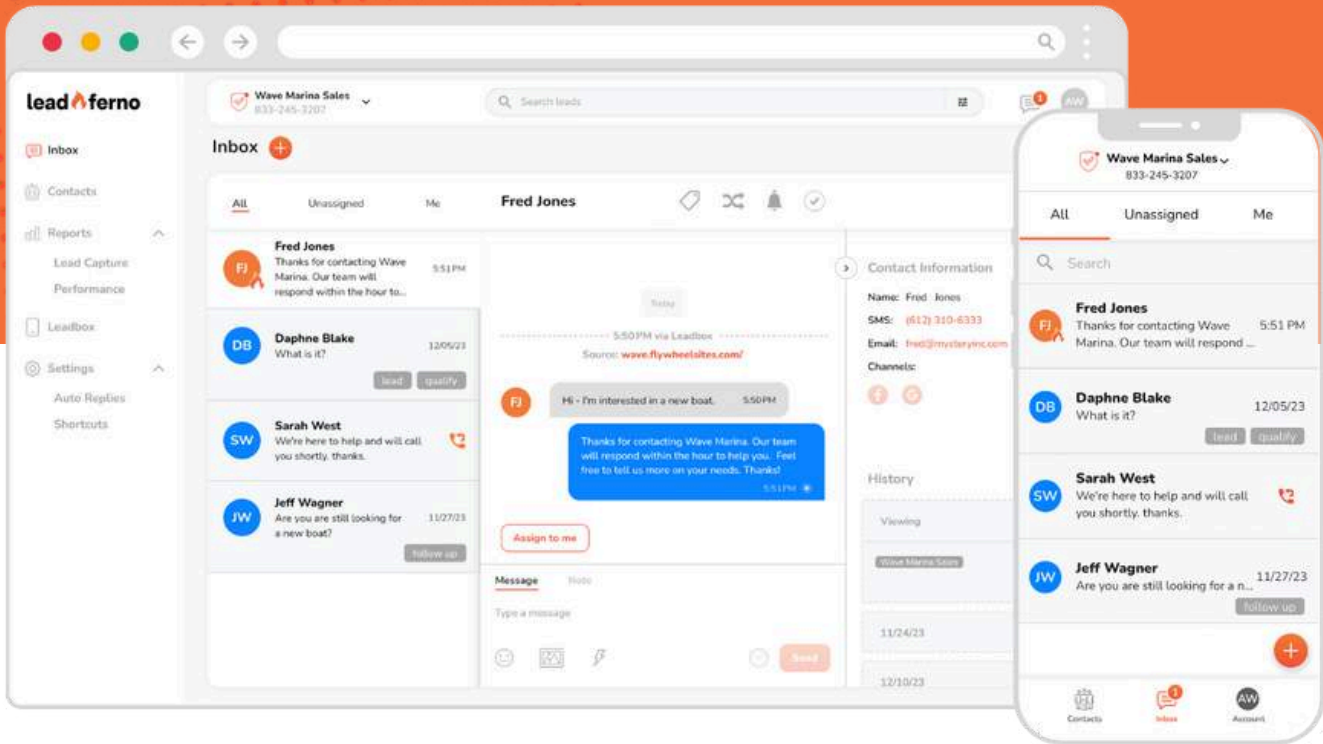
For Moses & Rooth, Leadferno has been instrumental in capturing and closing more leads.

MOSES & ROTH
CRIMINAL DEFENSE LAWYERS

"OUR CONVERSION RATE IS SO MUCH BETTER THAN OUR OUTDATED 'CONTACT FORM' WHICH WAS EMAILED TO US."

leadferno

CLOSE MORE LEADS, FASTER



WIN RIGHT NOW

Leadferno is the **conversion platform** to boost your website leads and close more leads, faster.

Power your business communication with 2-way SMS and messaging tools to delight customers at speed.

- 2-way SMS
- Web-to-text widget
- Shared inbox
- Contacts
- Reporting
- Zapier
- Web & mobile apps
- Landline, Toll-free & 10DLC numbers
- Scheduled messages
- Auto replies
- Saved reply Shortcuts
- Transfers
- Tags
- Notes
- Reminders
- Lead notifications
- Conversation history



Direct integrations with Facebook Messenger, Google's Business Messages, & Google Analytics

14-day free trial & schedule a demo

leadferno.com