



Crain Brogdon LLP

CLIENT

Catastrophic
Injury Law

INDUSTRY

15

EMPLOYEES

5

HUBSPOT USERS

IMPLEMENTATION SUMMARY

Objectives

- Meet the bespoke needs of a law firm
- Create and nurture new client leads
- Align marketing and sales efforts
- Strengthen communications

Configuration

- HubSpot Sales Hub Professional
- HubSpot Marketing Hub Professional

Technical

- Data migration from legacy systems
- Integration with client software
- Use-case-specific configuration
- Advanced reporting and analytics

IMPACT
35%
INCREASE IN
QUALIFIED LEAD
CONVERSIONS



CRAIN BROGDON LLP

World-Class CRM for a Nationally
Recognized Law Firm

The field of catastrophic injury law is complex and incredibly demanding. It is also highly competitive. The team at Crain Brogdon LLP has stood out as a national leader through relentless dedication to trial advocacy, and needed a client acquisition model to match. They turned to HubSpot.

Selection

The legal industry is awash in software applications and systems designed to meet the unique needs of practicing attorneys, but the overwhelming majority of these products are under-developed and lack the depth and power 'under the hood' to truly drive a law firm's growth. That's why Crain Brogdon LLP began examining HubSpot – they wanted a single platform for marketing, digital, content management, client acquisition and overall communications. After considering a wide range of products and options, they recognized that HubSpot would give them the three key components they required: a powerful platform; an easy-to-use toolkit; and the ability to customize in-depth.

Implementation

Working with Wendt Partners, the team at Crain Brogdon LLP pursued a multi-pronged approach to success with the deployment of multiple HubSpot hubs in a unified manner, all configured specifically to meet their unique requirements. In addition, Wendt Partners provided strategic counsel and support around the firm's go-to-market strategy; content marketing focus; lead generation and nurturing; and media relations to generate increased referrals as well.

Success

With a teamwide commitment to growth, Crain Brogdon found great value in the use of HubSpot and saw early-stage impact from its use in the form of greater lead generation and more precise conversion of 'best-fit' leads into new clients.

Testimonial

"The Wendt Partners team went above and beyond for Crain Brogdon. They understood our unique needs from the get-go and went out of their way to configure, optimize and train us for success. HubSpot is an incredibly powerful program that can deliver the tools necessary to stand out in a crowded and competitive marketplace, and thanks to Wendt Partners we were able to fine-tune HubSpot to help us achieve just that."

STEPHANIE BROGDON

SALES & MARKETING MANAGER, CRAIN BROGDON LLP



Begin Your HubSpot Implementation Journey Today

Contact Doug Wendt, Senior Partner at **718-841-7169** or via email to doug@wendtpartners.com.