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# THE HAMMER LAW FIRM, LLC:

## Revenue Nearly Triples After Signing with Scorpion



### FROM THE NUMBERS,

It's clear to see that The Hammer Law Firm is on the right track with its digital marketing.



173.5%

INCREASE IN ANNUAL REVENUE  
IN 4 YEARS (STARTING WITH  
PRE-SCORPION YEAR)



245%

INCREASE IN OVERALL  
SCORPION LEADS IN 3 YEARS



120.8%

YEAR-OVER-YEAR  
INCREASE IN PPC LEADS



6.2%

YEAR-OVER-YEAR INCREASE  
IN PPC CONVERSION RATE



36.1%

YEAR-OVER-YEAR DECREASE  
IN PPC COST PER LEAD



## ABOUT THE HAMMER LAW FIRM, LLC

The Hammer Law Firm, LLC is a St. Louis criminal defense firm led by a power duo of prosecutors-turned-defense-attorneys. Former prosecutors Mark Hammer and Nicole Chiravollatti—a husband and wife team—bring their defense clients more than 30 years of criminal law experience, which includes the litigation of more than 100 jury trials.

While Attorneys Hammer and Chiravollatti had the experience and reputation to take their firm to the next level, they were missing a key component: the right marketing strategy. After partnering with Scorpion, The Hammer Law Firm **was able to attract more cases and better-quality criminal cases**, which allowed the firm to **nearly triple its revenue in just 4 years**. Other positive outcomes included higher pay-per-click advertising conversion rates, lower cost per click, and the addition of a new employee to the firm.

## GOALS: GETTING BIGGER & MORE VALUABLE CRIMINAL DEFENSE CASES

Prior to working with Scorpion, The Hammer Law Firm worked with a different digital marketing company. The relationship seemed promising as the marketing company initially brought the firm an excellent return on investment (ROI)... but the results were fleeting, according to Attorneys Hammer and Chiravollatti. The attorneys found that they had to pay more and more money just to compete—yet they were not attracting enough new legal business to match the higher level of investment, which dipped into their ROI.

The defense lawyers also said they were not getting enough of the types of cases they wanted—the more serious, high-value criminal cases that would continue to build their reputations as leading trial attorneys. Ready for a change, they left the other company and signed with Scorpion.



## WHAT WE DID

**To help The Hammer Law Firm improve its online presence and drive more business, Scorpion:**

- Provided the firm with a brand-new, conversion-focused website that highlighted the attorneys' advanced experience and winning track record
- Improved the firm's search engine optimization (SEO), helping the firm to rank on page 1 for the majority of its keywords
- Ran pay-per-click (PPC) ads to help the firm target the more serious criminal cases they were seeking and drive more qualified website traffic and leads

## WHAT WE ACHIEVED

After working with Scorpion, The Hammer Law Firm went from getting a lot of low-value, misdemeanor cases to attracting bigger and better cases, including serious felony and federal cases.

*"I wanted people calling me on the phone prepared to pay me \$10,000 to \$20,000 [for a case] rather than ten \$2,000 cases," Hammer said. "I wanted to handle more of the really serious cases and continue to establish my reputation as a trial attorney. So that's one big difference—we've been getting a lot more of the bigger stuff."*

Attorney Chiravollatti agreed that working with Scorpion has been a game changer for The Hammer Law Firm.

*"We do still get some DWIs, but really the focus now—which is what Scorpion had really zeroed in on and [the other marketing company] was never able to do—is those big cases: robberies, burglaries, drug cases, sex cases, murder cases, assault cases," Chiravollatti said. "So it's not even just the number of calls that we get, but the quality."*

Since starting with Scorpion, the attorneys at The Hammer Law Firm have hired a part-time employee to assist with clerical tasks and is considering the possibility of hiring an associate in the future. In the meantime, the lawyers are just enjoying their business growth and the attentive service they receive from Scorpion.

*"I just love the people at Scorpion," Chiravollatti said. "I just love that if I email my marketing manager, she emails me back immediately. We had absolutely no response from [the other marketing company]. When we reached out, it would take weeks for them to get back to us and there was no communication—no appreciation. And Scorpion, they are just a better company and they know how to keep their clients happy and to keep in contact with them."*

**NICOLE CHIRAVOLLATTI**  
Managing Attorney, The Hammer Law Firm



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