

Hiatt Law Group: Marketing Plan & Campaign Roadmap

Q4 2025 - Q1 2026 | Authored by Amber Hood, Director of Marketing

Executive Summary

Led the firm's transition from large-scale asbestos screening events and broad national advertising into a targeted, relationship-driven marketing strategy, emphasizing localized outreach, digital engagement, and a sustainable review-acquisition process. Built and maintained the firm's MarTech stack, including the website, CRM, marketing automation, and analytics infrastructure, to support scalable campaign execution.

Phased Digital Campaign Strategy

Sequenced paid and organic video campaigns across YouTube, Google, Facebook, and LinkedIn, with each phase building on performance data from the last.

- **Phase 1, Brand Awareness:** "Welcome to Hiatt Law Group" video (YouTube paid). Day 1 results: 1,500 views, 28.6% CTR, 1:29 average watch time.
- **Phase 2, Lead Generation:** Google Ads targeting asbestos/cancer search intent, paired with an educational video campaign and LinkedIn outreach to attorneys and referral networks.
- **Phase 3, Client Experience and Review:** Onboarding-focused video content integrated into the CRM email series, paired with an automated review-acquisition workflow triggered at case milestones.

MarTech and Systems Ownership

Built and maintained the firm's MarTech stack, including the website, CRM (Law Ruler), client portal (Moxo), SEO/GEO, and analytics (GA4, Looker Studio), to support scalable, trackable campaign execution across every client touchpoint.

Market Positioning

Positioned Hiatt Law Group as a trusted, approachable alternative to high-volume national mass-tort firms, differentiating through a client-first approach, transparent communication, and educational content.

Reporting and Measurement

Established monthly performance reporting in GA4 and Law Ruler, with quarterly KPI dashboards in Looker Studio summarizing ROI, conversion efficiency, and lead source attribution.