



Sustainable Growth in Signed Cases

Embed a battle-tested, senior marketing leader into your law firm to:

- Lead your marketing function
- Develop and drive strategy
- Strengthen intake
- Direct agencies and vendors
- Manage execution
- Build a Sustainable Growth Engine your firm owns

Your fractional CMO has clear *accountability for business outcomes*, so you generate more targeted signed cases and gain control over your firm's future.



What We Deliver



More Signed Cases



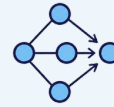
Higher Marketing ROI



Stronger Intake Performance



Clear Leadership Accountability



Aligned Marketing Execution



A Growth Engine Your Firm Owns

What Makes us Different

Battle-Tested Fractional CMOs

Decades of senior marketing leadership experience, limited client loads, and the support of a CMO coach and network.

AI-Accelerated Proven Framework

The Marketing Transformation Flywheel, accelerated by **RankNav.ai**, transforms random acts of marketing and wasted budget into a sustainable and predictable growth engine.

Accountability for Signed Cases

Clear focus on business outcomes, including signed cases per month, ROI, and intake performance.

Sustainable Long-Term Capability

Optimized and integrated strategy, systems, processes, and technology your firm owns.



AI-Accelerated
Marketing Transformation Flywheel

How We Engage



Fractional Law Firm CMO Services

Embed a battle-tested, senior marketing leader into your firm to lead the marketing function and transform it into a growth engine your firm owns.



Comprehensive Marketing Audit

Get a clear, data-driven diagnosis of what is limiting signed cases, ROI, and intake performance—plus a roadmap for what to change first.



Marketing Coaching & Mentoring

Support your internal marketing leader with senior guidance, sharper oversight, and better decisions to drive performance and build capability.



Why Firms Choose Us Over Other Options

Agencies Managed by Firm Partners	Full-Time CMO	Other Fractional CMOs	 LAWFIRM FRACTIONAL CMOs
• Execution without embedded strategic leadership. • No firm-wide coordination. • No signed-case accountability.	• A high-cost hire. • Slower ramp time. • No proven framework or AI acceleration. • Hiring risk with significant downside if the fit is wrong.	• Limited strategic experience. • No proven framework or AI acceleration. • Spread across many clients limiting impact. • Focused on managing execution.	• Embedded senior leadership. • Limited client loads. • A proven AI-accelerated framework. • Accountability for business results. • Transform your marketing into a sustainable growth engine.

What Our Clients Are Saying About Us

“ Within a month, we saw a 45% increase in signed cases each month. The results made the investment more than worth it. — Founder, Personal Injury Firm, West Virginia	“ They reconstructed our marketing channels and tracking, improved ROI visibility, and helped us build an internal intake team that reduced case leakage. — Managing Partner, Personal Injury Firm, California	“ They brought structure and clarity to our marketing across Google Ads, SEO, billboards, and intake systems. — Owner, Employment Law Firm, Missouri	“ They helped us better understand our intake, marketing, and overall processes, and paired us with the right support for our needs. — Founder, Personal Injury Firm, Tennessee	“ Five months in, we were on track to increase intake by 60–70% in one of the most competitive PI markets in the country. — Founder and CEO, Personal Injury Law Firm, Texas
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Example Results We Have Delivered

300% increase in signed cases/month in 9 months by replacing fragmented marketing with a coordinated growth strategy, stronger oversight, and better execution. Personal Injury Firm, Texas	+71% YOY growth in signed cases with no budget increase Construction law Firm, Texas	+63% growth in signed cases Q1 YOY Personal Injury and Property Damage Law Firm, Florida
	+276% growth in signed cases, -55% decrease in cost/case Personal Injury Law Firm, Tennessee	+645K per month, doubling revenue with no budget increase Personal Injury Law Firm, California
	+25% cases/mo. and -22% marketing budget Personal Injury Law Firm, Michigan	+100% lead growth in 4 months Workers' Comp Law Firm, Missouri