



HURTADO CAVANAUGH

ATTORNEYS AT LAW

CASE STUDY

THE CLIENT

Hurtado Cavanaugh | Attorneys at Law is a Southwest Florida law firm with offices in Fort Myers and Cape Coral, FL. Their practice areas include immigration, personal injury, wrongful death, and criminal defense. The firm's primary focus and vision is to serve the immigrant community, although their doors are open to all.

Hurtado's concentration in investor visas, like the EB-5 Investor Program, makes them an ideal partner for foreign and domestic entrepreneurs looking to invest in the U.S. economy. As fluent Spanish-speakers, they are completely accessible to Hispanic and other foreign clients looking to have themselves or family members relocate to the US.

When the firm was founded as "Hurtado Immigration Law" in 2001, they had one location, one attorney, and only practiced immigration law. Since that time, they have grown significantly. They now have two locations, two attorneys, and multiple practice areas. They have become the the largest immigration-focused law firm in all of Southwest Florida.

In the midst of their success, they haven't lost their "why." The reason they do what they do is to help individuals, families, and businesses achieve the life they desire. With multiple people on their team who were not natural-born U.S. Citizens, they can genuinely empathize with their clients and passionately

advocate for them. Viewing their firm as a metaphorical lighthouse, their credo is "Lighting the path to justice" or "El faro de la justicia."

Their partnership with Anton Jae Agency has only continued to increase their success. Anton Jae Agency has helped to identify and define the Hurtado Cavanaugh brand, expand their reach, and significantly increase their revenue by targeting a more profitable clientele.

THE CHALLENGE

Although Hurtado Cavanaugh had a number of ongoing cases and a solid work flow, their main challenge was attracting more profitable cases in order to generate revenue. While the firm was very busy with deportation cases, these don't typically receive payment for years. Investor visas (specifically EB-5s) offer a much greater profit margin and immediate revenue. The EB-5 visa allows an immigrant investor and their family to acquire lawful permanent residency to live in the US by investing a minimum of \$500,000 to \$1,000,000 in a new enterprise that creates US jobs.

In order to shift their focus to foreign investors, Hurtado Cavanaugh faced another challenge. They would need to be able to expand their reach beyond Southwest Florida and into the international market. At the time, the firm had no international name recognition and no knowledge of how to utilize digital marketing to reach their target market.

THE RESULTS

Anton Jae Agency worked with Hurtado Cavanaugh to completely rebrand their business, developing a new logo, new graphics, & engaging video content to be used for advertising & commercials. Anton Jae Agency also completely redesigned the firm's website to make it user-friendly for potential customers as well as enhance its SEO.

Since working with Anton Jae Agency, Hurtado Cavanaugh now has a significant online presence and impressive Google rankings. They benefit from robust social media accounts and digital advertisements that reach thousands of people in their target market every single month.

The firm has been able to benefit from targeted advertising on social media and Google, allowing them to reach the demographics that fit their ideal client description, including foreign investors looking to invest in the U.S.

Their Facebook page has 3,212 likes and a monthly reach of about 22,000. They are ranked number one on Google for the top 9 relevant keywords. Their bilingual ads on Facebook and Google reach an average of 14,000 people with 120 clicks each month. Their Google ads have a monthly average of 7,500 impressions and 160 clicks.

Website traffic and engagement continue to rise, with many visits coming from business listings that Anton Jae Agency manages to ensure accuracy and consistency.

Since working with Anton Jae Agency, Hurtado Cavanaugh's business has grown by 33%.

THE SUMMARY

It's no question that, without the partnership with Anton Jae Agency, Hurtado Cavanaugh would not be as successful as they are today. The ongoing partnership with Anton Jae Agency has allowed the firm to focus on what they do best instead of trying to stay on top of the ever-changing algorithms of search engines and social media.

