

LEGAL – FAMILY LAW

ATTRACT NEW CLIENTS TO YOUR FIRM

DID YOU KNOW?

10 Average distance from which 80% of Attorneys in US obtain clients.¹
MILES

TOP CONSIDERATIONS WHEN CHOOSING A LAW FIRM²

- Area of expertise
- Experience
- Reputation
- Location
- Resources

THE SPOTLIGHT DIFFERENCE

Comcast Spotlight connects your business with the right audience everywhere and every way they watch premium programming. We have the tools for you to:

- Reach targeted impressions
- Achieve measurable results
- Build your brand
- Place your video everywhere

Source:

1 "Community Based Online Marketing For Lawyers: 7 Tips." Laws.com

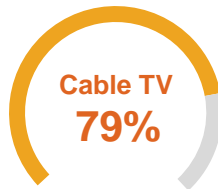
2 "A New Insight From Our New Infographic." LawyerMarketing.com

3 Scarborough USA+ (Jan16-Nov17), Target: Prof Service Used by HH Pst 12 Mnths: Attorney other than Personal Injury

4 2018 AudienceSCAN

REACH THEM BEFORE THEY NEED TO REACH YOU

The need for family legal services is often a sensitive topic or at an uncomfortable time. Potential clients have many choices to discover information but will start with what they know from the media they've consumed on a variety of devices and platforms. Among legal clients, other than personal injury:³



Watched Cable TV in the last 7 days



Spend 5 or more hours online every week



Watched Video on Demand in the last 30 days

LEVERAGE BRAND TO DRIVE SEARCH

With so many options, how will people find you and be influenced to use your services? **By reaching your audience across multiple screens, you can:**



Build your brand, create trust and differentiate it from the competition



Increase % of people who search for your firm by name

TV INFLUENCES ACTION

73.1% of legal service clients have been influenced to take action after seeing a cable TV or online video ad⁴

RELY ON SPOTLIGHT TO FIND FAMILY LAW PROSPECTS

Market Segments

- Divorce
- Adoption
- Estate Planning
- Child Custody
- Child Support

Spotlight Targets

- Parents with Children
- Homeowners
- White Collar Occupation
- Marital Status
- Household Income

*Targeting listed above is a limited sample. Targeting varies by TV and Digital Platforms

For more information, Call **888.877.9799** or Visit **www.ComcastSpotlight.com/Personal-Injury**

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