



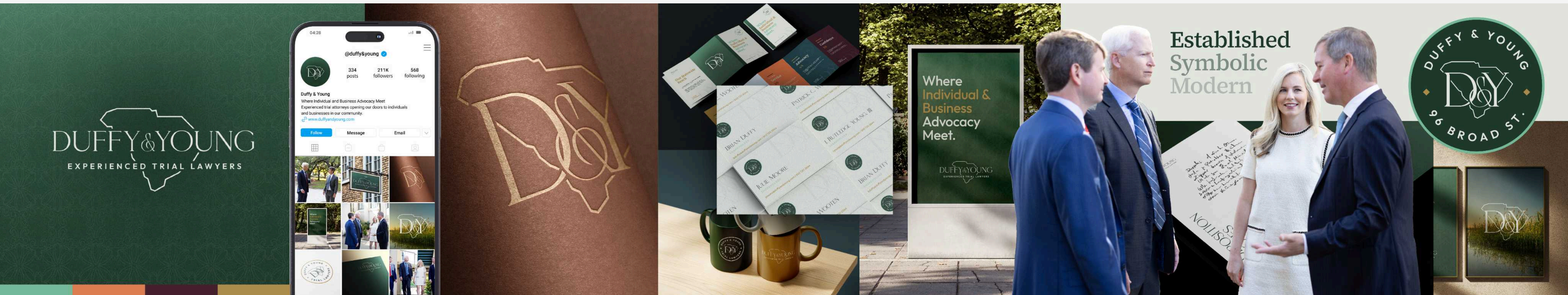
Media Kit

Marketing Solutions Built for Law Firms

info@vipmarketing.com | www.vipmarketing.com | 877-220-8471



We're not just marketers. We're your Growth Partners.

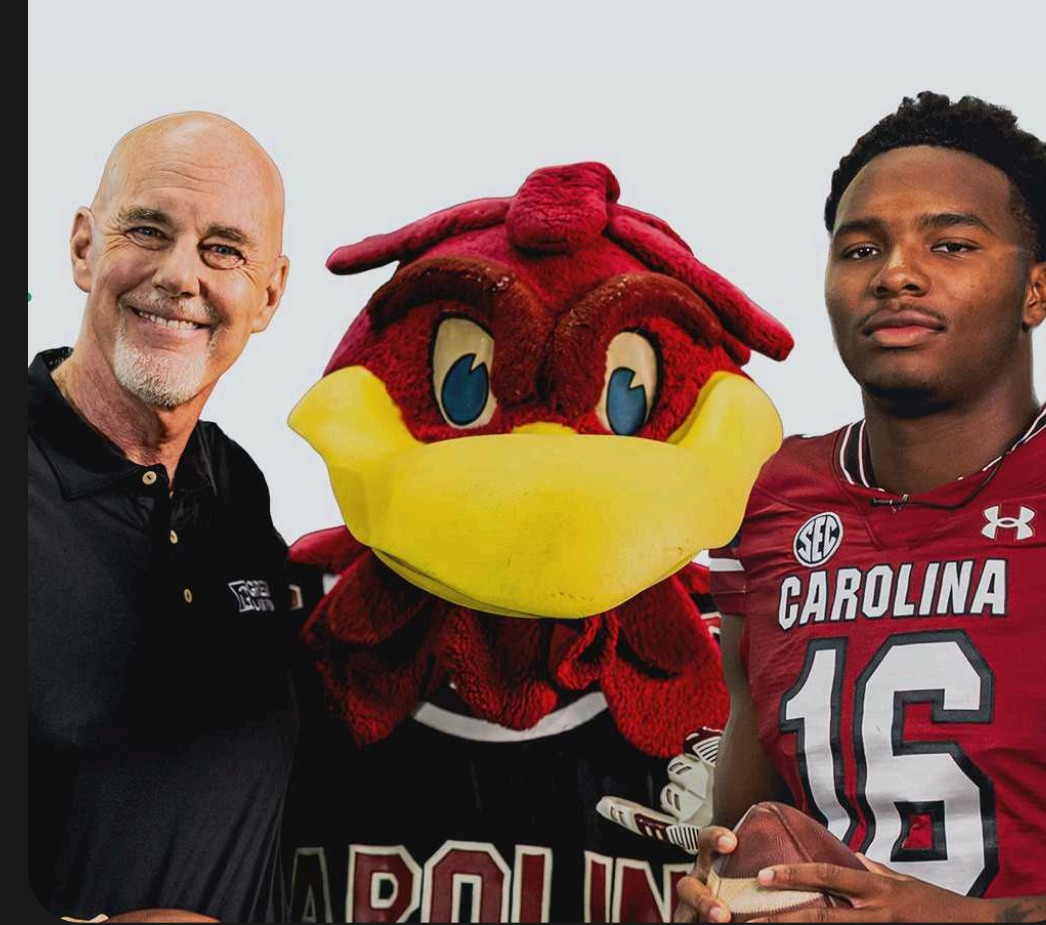


We are a full-service digital marketing agency based in Charleston, South Carolina, specializing in high-performance campaigns for law firms and service-based businesses. We specialize in delivering innovative and effective marketing solutions that drive brand growth and engagement.

Our expertise spans across **advertising**, **digital marketing**, **public relations**, and **event management**, enabling us to offer comprehensive strategies tailored to our clients' unique needs. If you're ready to attract more clients, build a stronger online presence, VIP Marketing is here to help.

Why Law Firms Struggle to Grow?

Law firms need a growth partner, not just a marketer, to elevate their presence and achieve their ambitious goals



Market Saturation

Competitive markets require firms to stand out with compelling differentiation and strategic positioning in crowded practice areas.

Performance Pressure

Firms need specialized strategies for high-performance campaigns that deliver measurable results and sustainable growth.

Digital Visibility Gap

Attracting new clients requires a stronger online presence, sophisticated SEO strategies, and engaging digital touchpoints that convert prospects.





Digital Marketing

We develop integrated digital strategies across SEO, PPC, AEO, social media, and content marketing that increase your online visibility. By targeting the right audiences, we drive qualified leads and maximize the impact of every marketing dollar.



Website Design & Development

Engage visitors with websites that are easy to navigate, look professional, and turn traffic into clients. Each site is built to showcase your expertise and highlight your services effectively.



Brand Strategy & Identity

Position your brand to stand out in competitive markets with a clear, memorable brand and messaging. Every element is crafted to resonate with clients and build long-term recognition.

Solutions That Drive Growth for Law Firms

Our comprehensive suite of services addresses every aspect of your firm's marketing needs, from foundational brand strategy to cutting-edge digital campaigns.



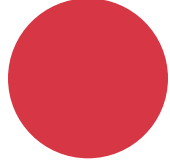
Video Production

Professional in-house video content that tells your story and builds trust with prospective clients. Connect with prospective clients through professional videos that tell your story and build trust. Each piece is designed to showcase your expertise and inspire action.



Strategy & Coaching

Align marketing efforts with your business goals through focused guidance and actionable insights. Every strategy is aimed at improving decisions, optimizing campaigns, and driving growth.



Traditional Media Buying

VIP Marketing has spent more than twenty years planning, negotiating and optimizing traditional media with precise strategy. We use proprietary tools and audience insights to solve common media buying challenges and stretch every dollar. Our team knows how to reach the right viewers at the right moments and we bring the same focused approach to every campaign.

A man in a green t-shirt and a tan cap is operating a black Ronin camera on a law firm meeting. The camera is mounted on a tripod and is pointed towards a group of four men sitting around a dark wooden conference table. The men are dressed in business attire, including suits and ties. One man is wearing a bright blue suit. The setting is an office with a large window in the background showing a brick building and a car. A framed map is on the wall. The text 'OUR MISSION' is overlaid on the image in a red box.

OUR MISSION

At VIP Marketing, we elevate the marketing presence of law firms, helping you stand out in competitive markets.



A Proven Process, Built for Law Firms

Our proven methodology transforms your vision into measurable results through a systematic, collaborative approach.

01

Discover

Our proven methodology transforms your vision into measurable results through a systematic, collaborative approach.

02

Engage

We bring VIP's culture of accountability, honesty, and growth into every engagement.

03

Strategize

Deploy campaigns across channels with precision, leveraging our full suite of creative and technical capabilities.

04

Execute

We bring your brand to life with campaigns that tell your story to the world.

05

Launch

We execute with precision, track performance, & continuously improve

Results That Matter

Our Track Record

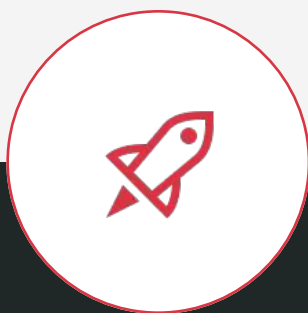
We've partnered with 100+ law firms across the United States, delivering exceptional results that transform practices and drive sustainable growth.

Our clients trust us with their most important marketing investments, and we've managed over \$72 Million in Marketing spend while generating Over \$1 Billion in Client Revenue.

16+ Years of Excellence

Established in 2010, VIP Marketing has evolved into the premier marketing partner for law firms seeking significant growth and market leadership.

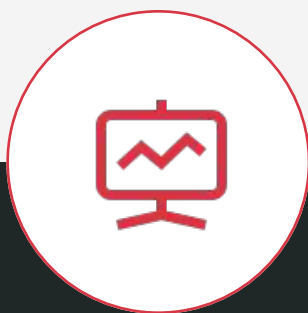
Our longevity reflects our commitment to innovation, results, and genuine partnership with every client we serve.



268%

Growth Improvement

Maximum client engagement
increase achieved



667K

Website Traffic

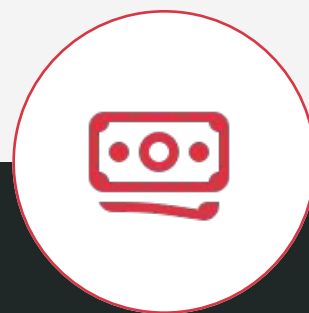
Peak monthly visitors
driven for clients



100+

Partners Served

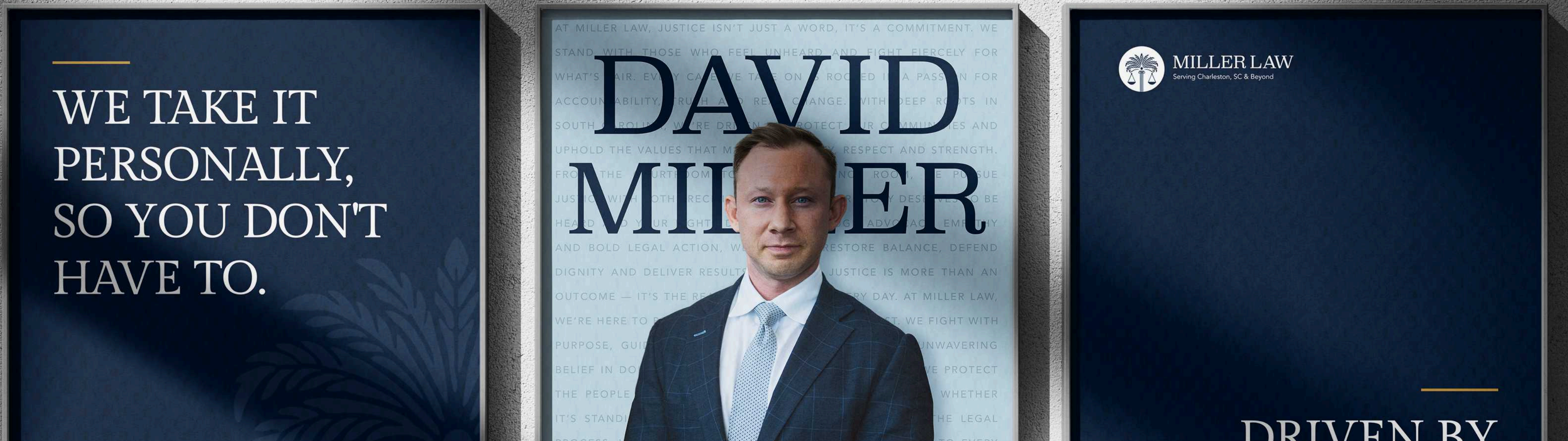
Successful partnerships
delivered



\$1B+

Client Revenue

Total revenue generated
for our partners



Deliverables : Core Identity, Positioning & Value Proposition • Website Design, Development & SEO • Content Creation & Digital Marketing • Operational & Lead Generation Support

➤ Challenge

Miller Law wanted to build trust, connect emotionally with injury victims, and guide them to take the next step. Their website and digital presence weren't generating leads, relied heavily on referrals, and lacked clear branding, SEO, and content. They needed a modern website, better messaging, and systems to track and convert inquiries.

➤ Our Solution

We gave Miller Law a full brand refresh with clear messaging: ***“We take it personally, so you don’t have to.”*** We positioned them as a compassionate, trustworthy legal partner in Charleston, established their authority in personal injury law, created new ad concepts, video and photography content, set up analytics, ran paid campaigns, and recommended operational improvements like live chat and intake tracking.

➤ Impact

Miller Law now attracts direct online leads, ranks higher in local search results, and has the processes to convert visitors into cases efficiently. Every visitor feels understood and supported, experiencing Miller Law as a boutique, client-focused firm that genuinely cares about their fight and story.

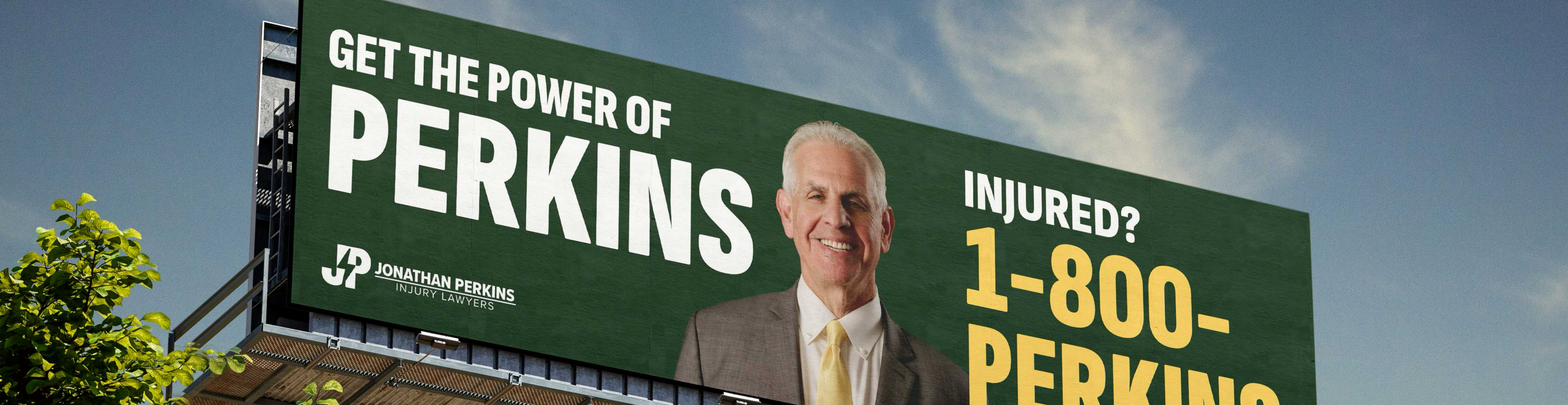
Results That Matter

“Our Law Firm’s Look Has Never Been Better”

"The team at VIP and Craft are the best around and created a beautiful website, logo, and presence for my law firm! I get tons of compliments on the look of everything."



David Miller
Founder & Attorney at Miller Law Firm



Deliverables : Unified Marketing Strategy • Campaign Planning (TV, CTV, social, billboards) • Targeted Creative Content & Ad Production • Performance Tracking & Optimization

➤ **Challenge**

Jonathan Perkins Injury Lawyer’s marketing was scattered across TV, CTV, social media, and billboards, which made their efforts inconsistent. Ads and creative content weren’t always reaching the right people, limiting leads and case growth.

➤ **Our Solution**

We developed a cohesive marketing strategy that unifies JPIL’s efforts across television, CTV, social media, and billboards. We optimized their Local Services Ads in New England, created more targeted and engaging creative content, and designed campaigns tailored to each region. This approach ensures consistent messaging, stronger audience connection, and more effective lead generation for case acquisition.

➤ **Impact**

With a unified strategy and more targeted, engaging campaigns, JPIL can now reach the right audience consistently, strengthen their brand, and generate more leads and cases across all marketing channels.

Results That Matter

“Turning Vision into a Stunning Ads for our brand”

“Our law firm’s billboards & ads have never looked better, thanks to the VIP & Craft team. I keep getting compliments on the look of everything!”



Jonathan Perkins
Founder & Attorney at Jonathan Perkins Injury Lawyers



Deliverables : Messaging Alignment & Brand Voice • Creative Ownership & Licensing • Creative Concepts and Scripts • Video Commercials and Production • Performance and Market Expansion Planning

➤ Challenge

Dunnion Law turned to VIP for help with improving their creative assets, fixing messaging inconsistencies, expanding campaign reach, and managing changes in leadership . They were looking for a team that could deliver more flexibility and control over their creative content and wanted to eliminate dependence on outside agencies for media placement and creativity all while navigating licensing and agency limitations.

➤ Our Solution

VIP focused on consistently reflecting Dunnion Law’s **“By Your Side”** brand voice throughout all video and campaign creative, ensuring messaging cohesiveness across platforms providing full ownership of their creative assets. We delivered tailored creative concepts, including scriptwriting and storyboarding. Multiple collaborative meetings and table reads were held to develop scripts that fit their messaging and strategic vision.

➤ Impact

Dunnion Law now has full control over their creative assets, a consistent brand voice across campaigns, and a streamlined process that enables faster ad production. This ensures their messaging reaches the right audiences, campaigns can scale efficiently, and the unified brand voice strengthens overall marketing efforts.

Results That Matter

“They came to us with the most creative ideas.”

“All of our questions were answered. We could not have been more pleased and the whole process was even fun. So I highly recommend these guys. I would work with them over and over again.”



Bridget Dunnion
Attorney at Dunnion Law

OUR REACH

Trusted by Leading Law Firms

Since 2012, we've partnered with **100+ law firms** across the U.S., delivering results through branding, websites, SEO, and advertising, all powered by an in-house creative and video team.

Our portfolio includes some of the most successful and respected law firms in the nation. These partnerships demonstrate our ability to deliver exceptional results across diverse practice areas and markets.

\$1 Billion in Client Revenue.

\$72 Million in Marketing Managed.

16 Years of Results for law firms.



Message from the Founder

Most agencies chase vanity metrics. At VIP Marketing, we focus on what really matters.

Most marketing agencies talk about vanity metrics like impressions and clicks. At VIP Marketing, we focus on metrics that truly matter to your law firm's growth i.e **leads**. We talk about results the kind that build law firms, grow brands, and create lasting impact.

I've spent years working alongside attorneys who don't need another agency sending colourful reports or chasing empty traffic. You need **new client cases**, measurable growth, and a team that understands exactly how your firm operates.

“You don't need a million-dollar budget.
You need a million-dollar strategy.”



ERIC ELLIOTT™

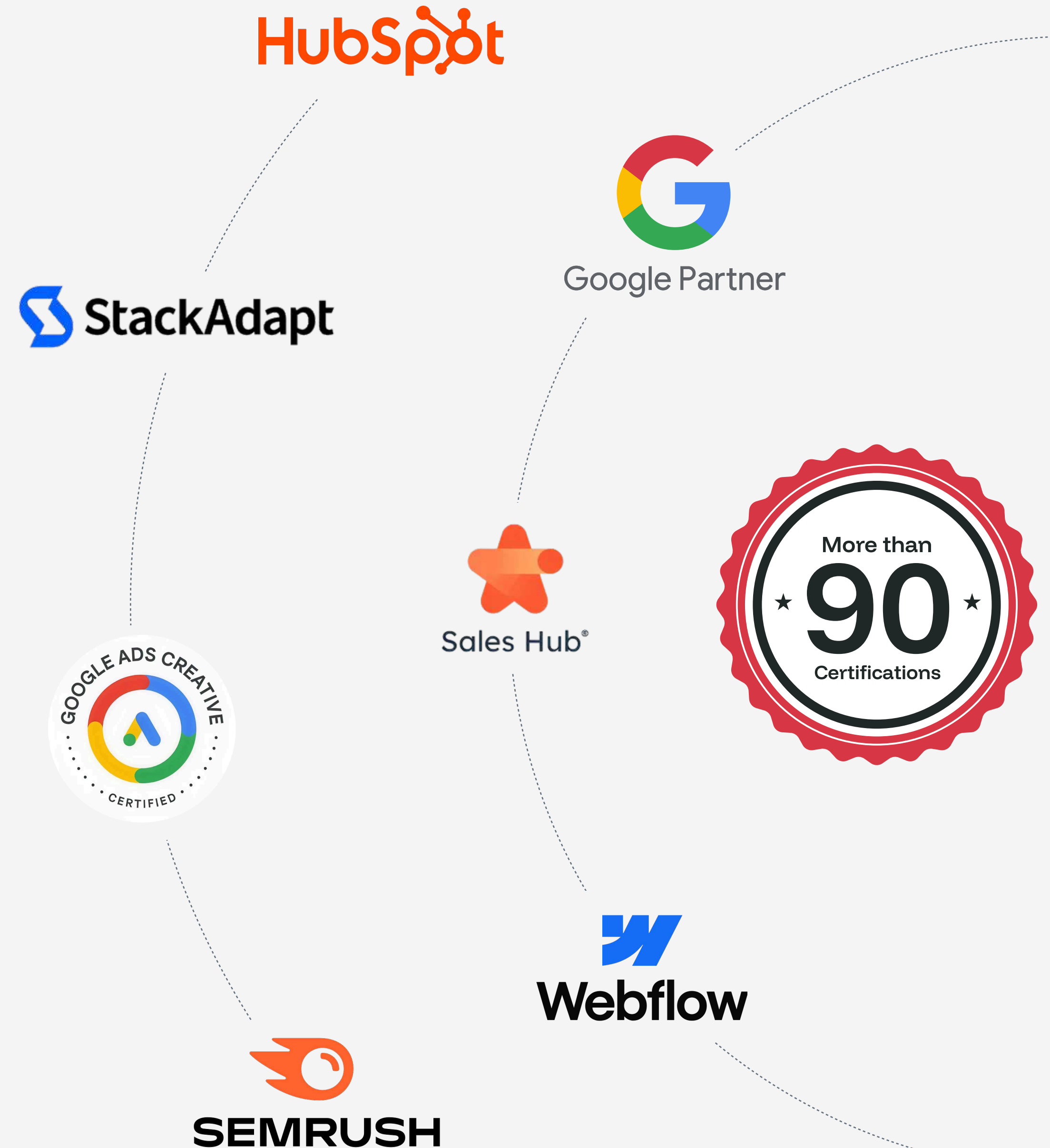
Founder & CEO, VIP Marketing



We're Industry Certified

We're proud to be certified by leading platforms like HubSpot and Google, showing our dedication to mastering the latest in growth marketing.

- Accredited by top industry platforms including HubSpot, Google, and more
- Demonstrates our dedication to continuous learning in the fast-evolving digital landscape
- Enables us to provide data-driven and results-oriented strategies





★ We Proudly Celebrate 3 Awards For The 2026 Golden Gavel Awards Defining Our Excellence In Legal Marketing. ★

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Recognized 3x for Work That Defines Excellence

VIP Marketing was honored with three Golden Gavel Awards in Miami Beach recognizing excellence across video, content, and out-of-home marketing. These awards were presented to our team during the National Trial Lawyers Summit and represent a proud milestone in our ongoing partnership with Craft Creative and the partners we serve.

FILM, VIDEO, AND SOUND | WINNER

Best :30s TV Commercial

Recognized for cinematic storytelling that brings clarity credibility and impact to legal brands through film video and sound.

DIGITAL | WINNER

Best Blog & Content

Honoring strategic content built to inform educate and establish long term authority in the legal space.

OUT OF HOME | WINNER

Best Transit Ad

Awarded for bold creative thinking that commands attention beyond the screen and into the real world.



Reach out if you are ready to **change, commit and compete**. We encourage you to continue the conversation.

If you're ready to attract new clients and build a stronger online presence, VIP Marketing is here to help.

We understand the unique challenges law firms face in today's competitive landscape. Our proven methodology, combined with 16+ years of legal marketing expertise, positions us as the ideal partner to transform your practice.

Your Next Steps

Schedule a Discovery Session to craft your tailored high-performance strategy. We'll analyze your current position, identify growth opportunities, and outline a clear roadmap to achieve your goals.

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