

THE VALUE OF INTEGRITY

Building upon the firm's reputation for honesty and integrity, **Hoglund Law** is now helping other law firms master digital advertising.



For attorney Robert J. Hoglund, integrity and transparency are core business practices. By offering clients solid and reliable guidance gained from decades of experience, he explains, clients at Hoglund Law can make informed decisions about how best to proceed with their cases. Since its founding in 1990, this clear-eyed approach has helped the firm build a strong reputation, attracting more than 90,000 clients in consumer bankruptcy, Social Security and disability, criminal defense, and personal injury cases.

“Our philosophy is to treat our clients with dignity and respect,” Hoglund says. “We don’t judge them, and we don’t question how they got where they are. We prioritize helping them today.”

An essential part of the firm’s success over the last three decades is attracting the right people with the right skills. By hiring dedicated and capable attorneys to manage each of the firm’s practice areas, Hoglund Law has consistently delivered results for more than three decades.

Hoglund also notes the importance of technology and innovation in his firm’s ongoing success. The firm’s adoption of online tools allowed the staff to quickly adapt to the work-from-home model during the height of the COVID-19 pandemic. Now, the firm uses the same technology to make meetings easier for clients and to reach new clients in remote and rural areas.

“We use technology to make our clients more comfortable, and to allow our team to keep their finger on the pulse of any case at any given time,” Hoglund says. “This also means that our clients don’t have to drive to one of our offices for a meeting if they don’t need to.”

Marketing Transparency

Understanding new technologies has allowed Hoglund Law to thrive in the digital age. After years of working with online marketing and advertising agencies, the firm became increasingly frustrated by underwhelming, and often misleading, results. This prompted Hoglund and his team to develop their own in-house digital marketing solutions. Finally seeing results from their online marketing efforts, the team realized that other law firms could benefit from their experience.

Today, Hoglund Legal Marketing helps more than 120 law firms across the country gain much-needed insight into their online marketing.

“It’s the Wild West out there for digital marketing,” Hoglund says. “People want to get what they’ve paid for, but there isn’t a lot of transparency with most marketing firms. It’s not about how many clicks or impressions you get. It’s about how many valid leads and retained clients resulted from the amount you spent. We give other firms access to the same tools that have worked for us, and it’s been a great success.”

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