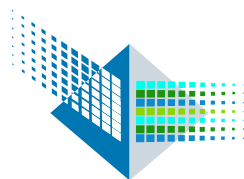


CASE STUDY

Reversing Membership Decline in the Competitive Legal Defense Plan Market

B2C Digital Marketing
Case Study



PRISM GROUP

Digital Marketing for Energy Innovation

SCENARIO

A national provider of legal defense protection plans offering consumers affordable, subscription-based access to attorneys, had built a loyal customer base over several years. However, as new competitors entered the market and low-cost online legal services expanded, the company began to experience a steady decline in memberships.

THE CHALLENGE

Despite strong brand recognition from being one of the first market entrants, the company faced several compounding challenges:

- **Increased competition.** Multiple new entrants were offering similar legal defense subscriptions at lower monthly rates, often using aggressive digital marketing tactics.
- **Eroding value perception.** Customers increasingly viewed legal plans as interchangeable, making price the deciding factor.
- **Declining renewals.** Existing members did not see clear ongoing value and were letting memberships lapse.
- **Ineffective digital marketing.** Generic paid advertising and “visibility only” social media campaigns failed to differentiate the company or communicate trust and experience.
- **Upside down value.** The Lifetime Value of a customer (LTV) ranged from \$311 to \$1,000, depending on plan coverage levels, making the prevailing customer acquisition cost of \$454 unsustainable (*based on total monthly marketing budget divided by new members per month*).

Status quo represented a 15% year-over-year decline in membership and a rising churn rate. Leadership needed to stop the decline and find a sustainable path back to growth.

SOLUTION

The company partnered with Prism Group to reposition the brand and re-energize new member acquisition as well as member retention. The marketing program consisted of five primary initiatives:

- **Audience Research and Segmentation.** Through data analysis, three core audience segments were identified to extend the brand into new demographic groups, focused on women 18-40, people 60+, and family protectors, each with distinct motivations and risk profiles.
- **Membership Plan Upgrades.** Detailed analysis of competitive offerings revealed product offering gaps, which were closed with higher levels of essential coverage and value-added elements without increasing price.
- **Value Reframing.** Messaging shifted from “legal protection when you’re in trouble” to “peace of mind before you need it.” The new messaging repositioned the plans as proactive safeguards, not a reactive expense.
- **Reinvigorated Content Marketing.** Initiated a consistent, multi-channel content marketing campaign to drive organic SEO, strengthen Thought Leadership, increase inbound leads, and accelerate the buyer journey through the sales funnel.
- **Digital PPC Marketing Revamp.** Re-designed and optimized the PPC program to complement the organic SEO marketing, including comprehensive cost and conversion tracking.

RESULTS



THE RESULTS

Within 5 months, the company achieved measurable turnaround:

Tracked Metric	At Start	5 Mos Later	%Change
Monthly Conversions (New Memberships)	22	92	+318%
New Member Acquisition Cost	\$454	\$108	-76%
Organic Search (Avg. impressions per day)	3,350	7,204	115%
Keywords in Top 10 Google Rankings	61	90	+48%
Average Monthly Pageviews (ORGANIC)	11,191	13,431	+20%

May-2025 – Sep-2025

- **Conversions (new members monthly) more than tripled**, substantially boosting revenue and the long-term value of the company.
- **Customer acquisition costs declined 76%**, making all plans highly profitable and improving the long-term sustainability of the company's business model.
- **Page 1 organic search keywords improved by 48%**, generating greater visibility and interest from better qualified leads.
- **115% increase in Organic Search Impressions** resulted in a **20% increase in organic traffic**.

Importantly, the company regained momentum – positioning itself once again as the trusted leader in affordable, reliable legal defense protection.

Ready to stop the slide and start growing again? If you're losing ground to competitors, now's the time to act. Let's identify what's holding you back, sharpen your message, and rebuild momentum. Your comeback starts with one conversation—*let's make it happen.*

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