

Using Company Surge[®] Intent data with Good2bSocial



What does Good2bSocial do?

Good2bSocial is the top digital marketing agency for law firms and businesses in the legal industry. With unmatched expertise in working with lawyers, law firms and legal vendors, they consult with professionals and their firms to help them gain a competitive edge, develop a thought leadership position, and generate new business across all digital channels.

How does Good2bSocial use Intent data?

1. **Omni-channel Marketing** - Good2bSocial develops interactive campaigns and programs that drive new business, improve client service, and deliver a higher return on investment using platforms like LinkedIn, programmatic, display, and email.
2. **Content Services** - Good2bSocial assists you in creating value added content and lead magnets that help you engage with your target audience and maximize conversions.
3. **Measurement & Optimization** - Good2bSocial develops KPI's, measures the results on a weekly basis, and optimizes your campaigns to achieve maximum ROI.

What are the benefits of this?



Marketers will experience an improved return on investment of their marketing and business development efforts as well as a competitive edge over competitors through the use of Intent data.



Understand when key accounts are researching legal services your firm can provide.

For more information please visit bombora.com or legalmarketing.good2bsocial.com/bombora-partnership

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