

CASE STUDY: Building a Profitable Brand

How fishbat's Strategy Led to Billions in Cases Filed for Law Group

The DOJ Whistleblower Law Group faced a significant challenge: as a brand-new law firm, they needed to establish credibility and generate revenue in a sensitive and competitive market. With a highly experienced team of whistleblower experts and attorneys, their mission was to empower individuals to report fraudulent activities. The challenge was not only to build brand recognition but also to instill confidence in potential whistleblowers while driving revenue through effective lead generation.

By partnering with fishbat, DOJ Law Group aimed to create a strong market presence that would translate into tangible results, including the facilitation of cases filed worth billions of dollars in settlements. Our targeted marketing strategies focused on generating leads and securing retainers, ultimately contributing to the firm's financial growth and success.

DANIEL J. OCASIO WHISTLEBLOWER LAW GROUP

We successfully established DOJ Law Group as a trusted leader in their field through strategic branding, targeted marketing campaigns, and a robust online presence, yielding the following results:

Facilitated cases **filed worth billions** of dollars in settlements

Delivered **4,256 intakes** year to date



Our Objective

Our objective was to build a trustworthy brand, empower whistleblowers, and establish DOJ Law Group as the premier choice for legal support in reporting fraudulent activities.



Our Strategy

We implemented a comprehensive approach that began with developing a compelling brand identity and messaging tailored to resonate with potential whistleblowers. Our strategy included leveraging digital marketing channels, executing targeted campaigns to capture leads, and conducting direct outreach to connect with individuals aware of fraud. We not only generated substantial leads but also positioned DOJ Law Group as an industry leader.

