



DETROIT IMMIGRATION LAW CASE STUDY



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DETROIT IMMIGRATION LAW

Location: Detroit, Michigan

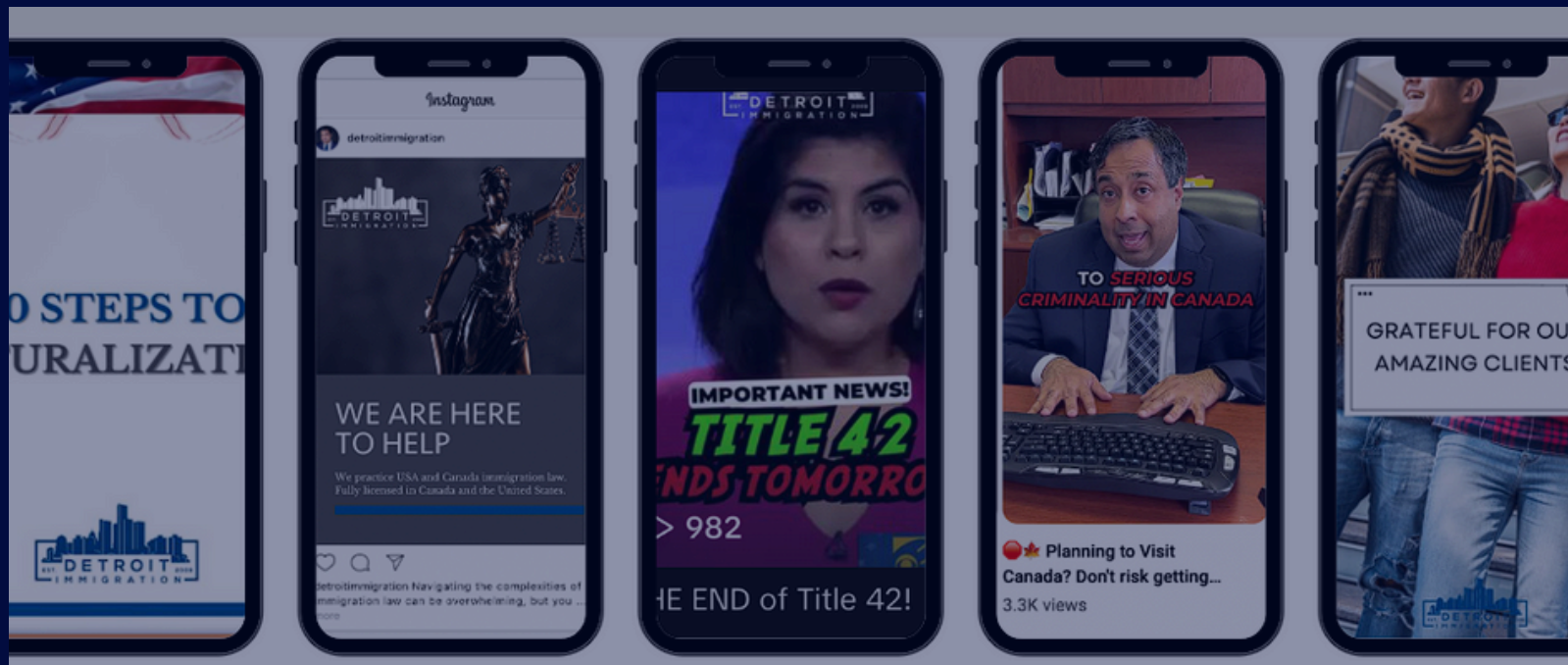
Client Background: Detroit Immigration Law, led by Herman Dhade, specializes in providing expert immigration legal services. With a focus on personal branding and leveraging social media platforms, the practice has aimed to educate and engage audiences on complex immigration topics.



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Challenges and Objectives



Challenges

- Building a personal brand on social media to compete in a crowded legal industry
- Leveraging TikTok to maximize organic engagement and visibility
- Establishing trust and authority through consistent, informative content

Objectives

- Grow Social audiences significantly
- Establish the practice as a go-to source for immigration law expertise
- Generate organic leads and inquiries via engaging content
- Create a Sales Funnel + Automation Process for Booked Clients

Why FMO Media?

Why They Chose Us

Herman Dhade chose FMO Media for its expertise in personal branding, content strategy, and social media growth. With a proven track record in leveraging TikTok for professional services, FMO Media's Founders Package offered the comprehensive support needed to achieve Herman's goals.

Package

Founders Package

Timeline

The strategy was implemented over a six-month period with ongoing adjustments and optimizations.

Services Provided

- **Social Media Management** (TikTok, Instagram, LinkedIn, Facebook, Google Business Profile)
- **Content Creation** (Founders Video Services, 200-400 videos filmed annually)
- **Paid Media Management** (Meta, TikTok, Google Ads)
- **Consulting and Brand Strategy**
- **Sales Funnel Integration**

Strategy

Audit & Plan:

- Conducted a detailed assessment of Detroit Immigration Law's existing digital presence and created a content calendar tailored to immigration-related topics.

Content Creation:

- Produced 222 TikTok videos in 2024, focusing on educational and relatable immigration topics
- Created branded short-form videos optimized for TikTok and Instagram Reels

Strategy Cont'd

Social Media Management:

- Consistent posting across platforms to ensure maximum reach and engagement
- Leveraged analytics to refine content strategy based on audience behavior

Community Engagement:

- Actively engaged with comments and DMs, building trust and loyalty among followers

Paid Media Campaigns:

- **Ran targeted ad campaigns to complement organic growth and drive brand awareness**

Results & ROI

Tik Tok Success

Total Followers: 62.3K

Engagements: 1.1M interactions (likes, comments, shares)

Impressions: 16M

Videos Published: 222

Q1 2025 Revenue Nearly Doubled YoY

Gross volume in Q1 2025 hit \$82,443, a +87.2% increase compared to Q1 2024 — nearly doubling revenue in just one year.

Social Media Performance Highlights

Best-performing video reached 3.1M viewers with an 85.1% completion rate


TikTok became an Organic lead generation channel, attracting inquiries directly through video content with lead forms and Calendly / Stripe Paid Consultations

121% Growth In NEW Clients from Online Marketing

Our social media strategy drove a 117% year-over-year growth in new clients, resulting in over \$50,000 in closed revenue from just appointments booked.



OVERVIEW

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121 New Customers — 117% Growth

Year-over-year client acquisition more than doubled, showcasing the direct impact of our social-driven strategy.

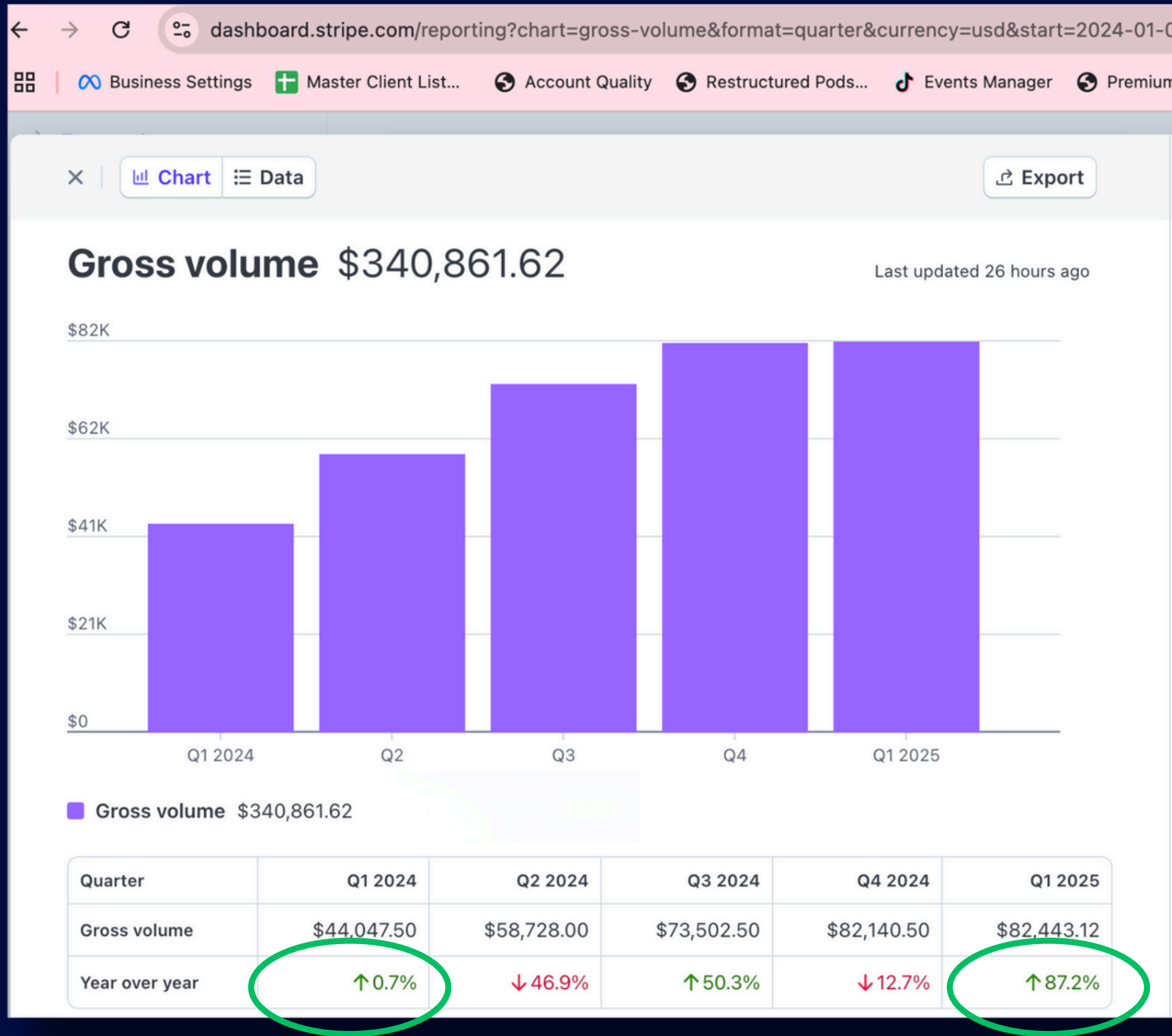
High-Value Conversions

Individual payments ranged from \$750 to \$4,500, with multiple high-ticket sales — validating both lead quality and buyer intent.

Streamlined Funnel from Content to Cash

Every transaction shown came from online video content → Calendly meetings → Stripe payments, proving the system works from scroll to sale.

OVERVIEW



Q1 2025 Revenue Nearly Doubled YoY

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Consistent Quarter-Over-Quarter Growth

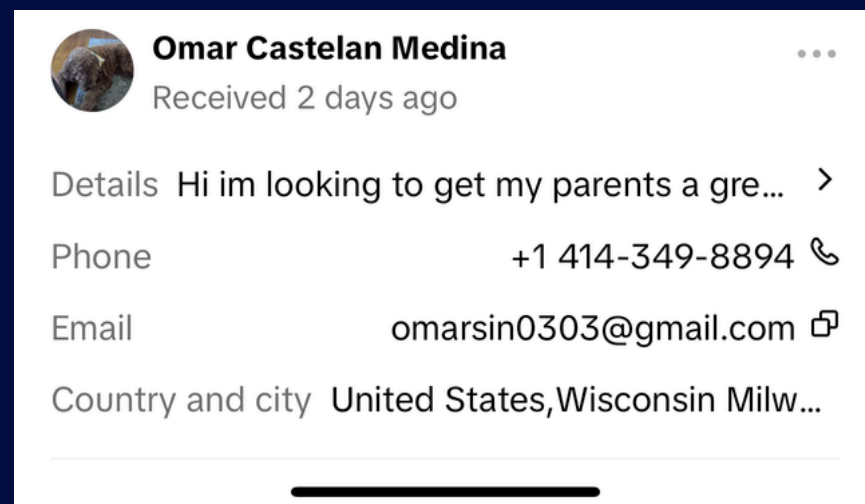
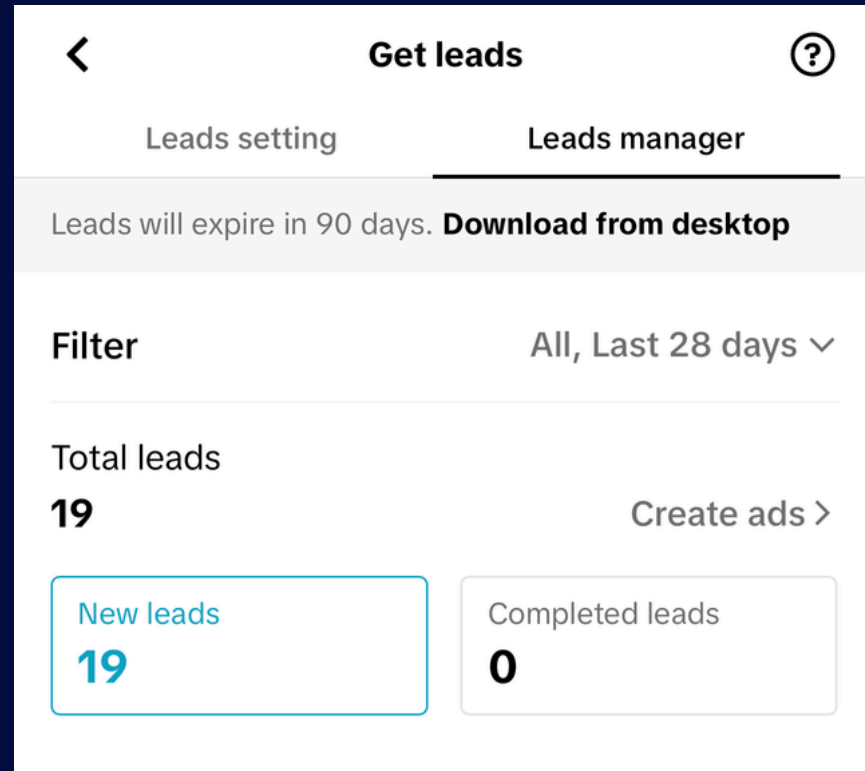
Revenue steadily climbed each quarter from Q1 to Q4 2024, showing a clear upward trend in performance and demand over time.

Strongest Growth Quarter: Q3 2024

Q3 delivered a massive +50.3% YoY increase, signaling the momentum from social media and marketing efforts peaked mid-year, which helped carry growth through Q1 2025.

NOTE: revenue growth doesn't always grow linearly because of case value fluctuations, delayed settlements, etc, so It's Important to look at the big picture for the year

OVERVIEW



TikTok as a Direct Lead Source

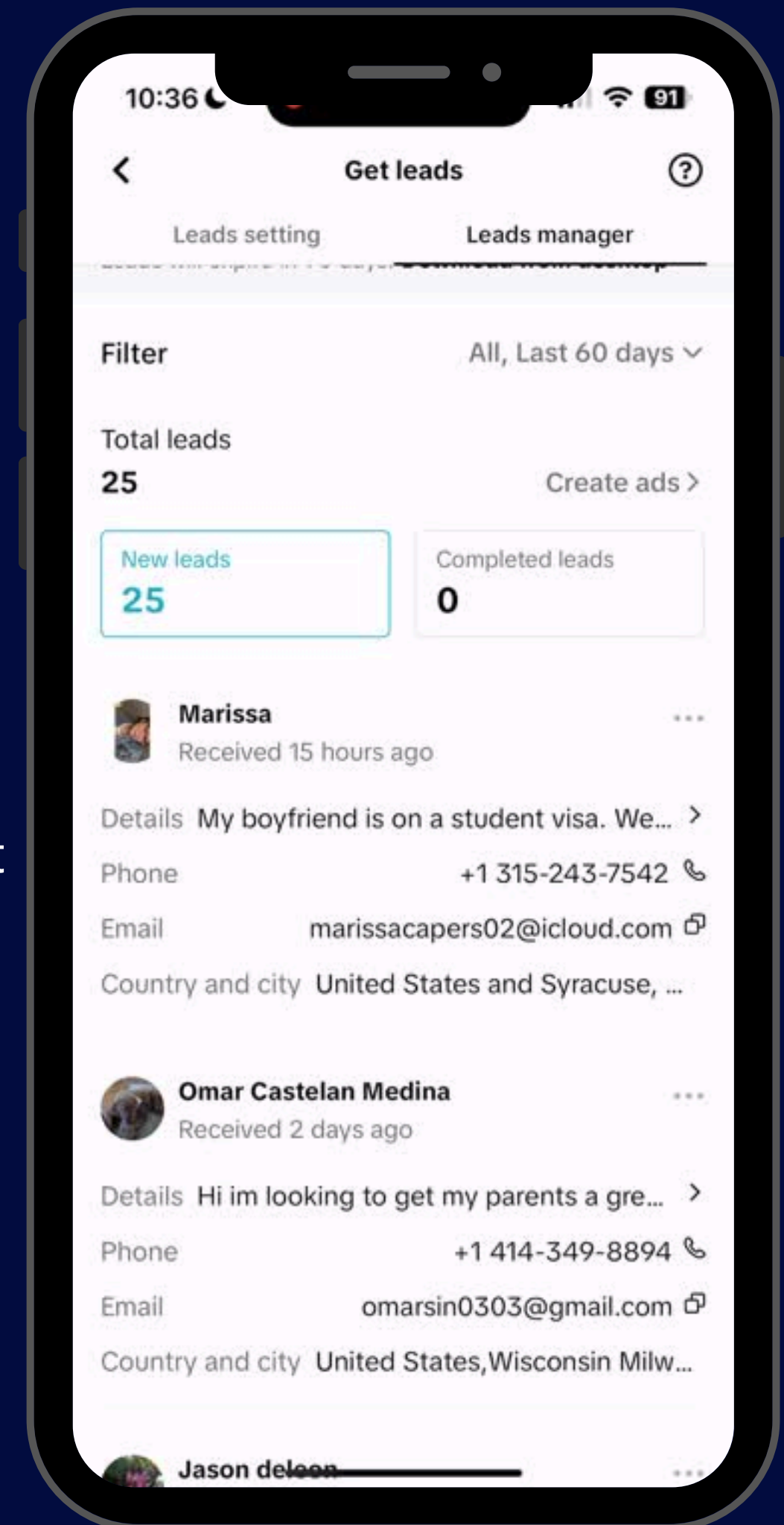
Prospects submitted their phone numbers, emails, and case details directly through TikTok forms — no paid ads needed. Every lead was captured through short-form content.

High-Intent Inquiries

Lead messages showed immediate legal needs, such as marriage-based green cards, work visas, and student visa concerns — indicating strong readiness to convert.

Scroll-to-Call Funnel in Action

The video shown on the right illustrates how organic TikTok content led directly to booked consultations, proving content alone can drive consistent lead flow.





3.1M VIEWS



1.8M VIEWS



1.9M VIEWS



1.9M VIEWS

FMO Media

Helping small businesses of today
become the titans of tomorrow.

BOOK YOUR
CALL TODAY

