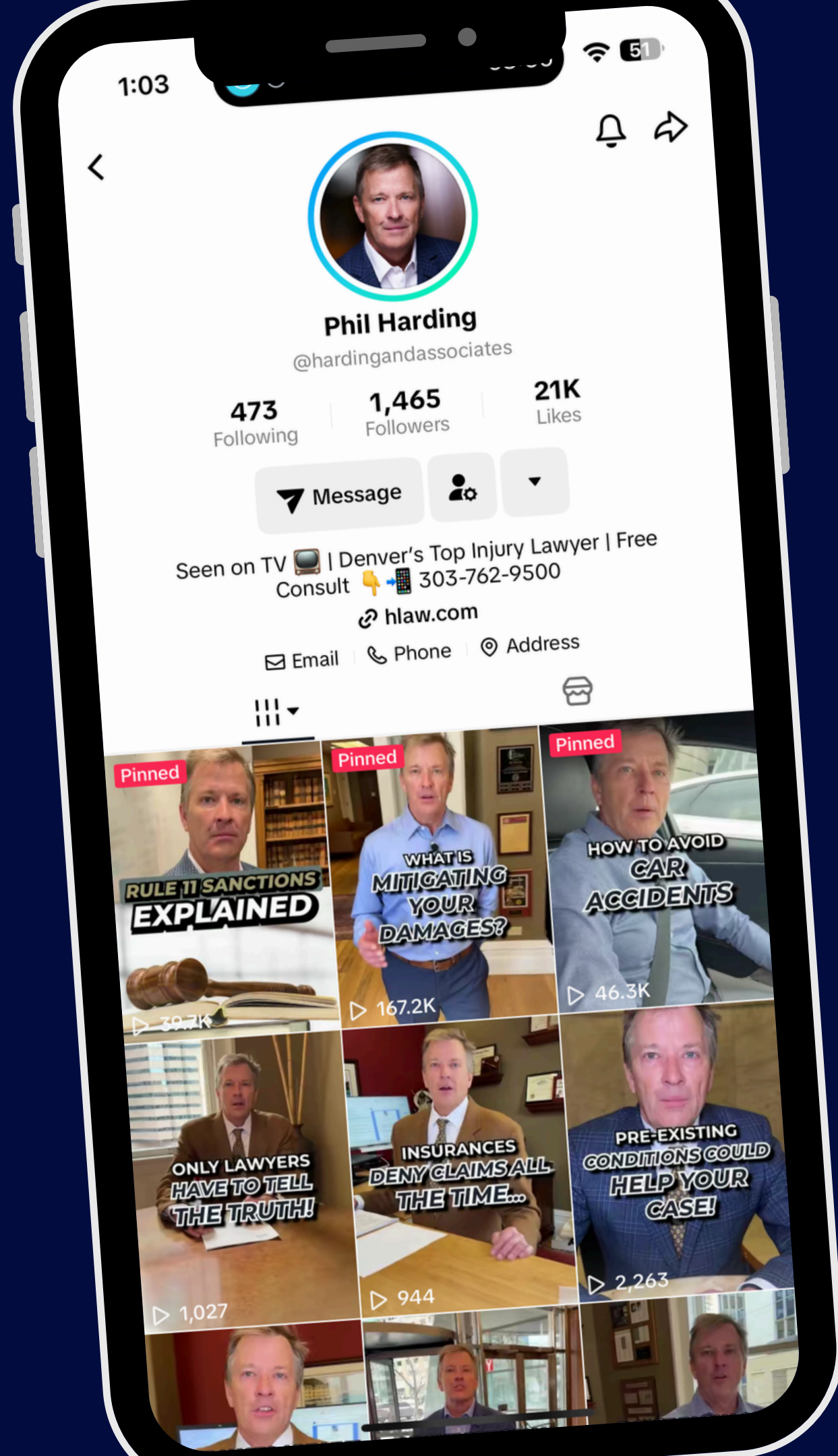




HARDING & ASSOCIATES CASE STUDY



HARDING & ASSOCIATES PC

ATTORNEYS AT LAW

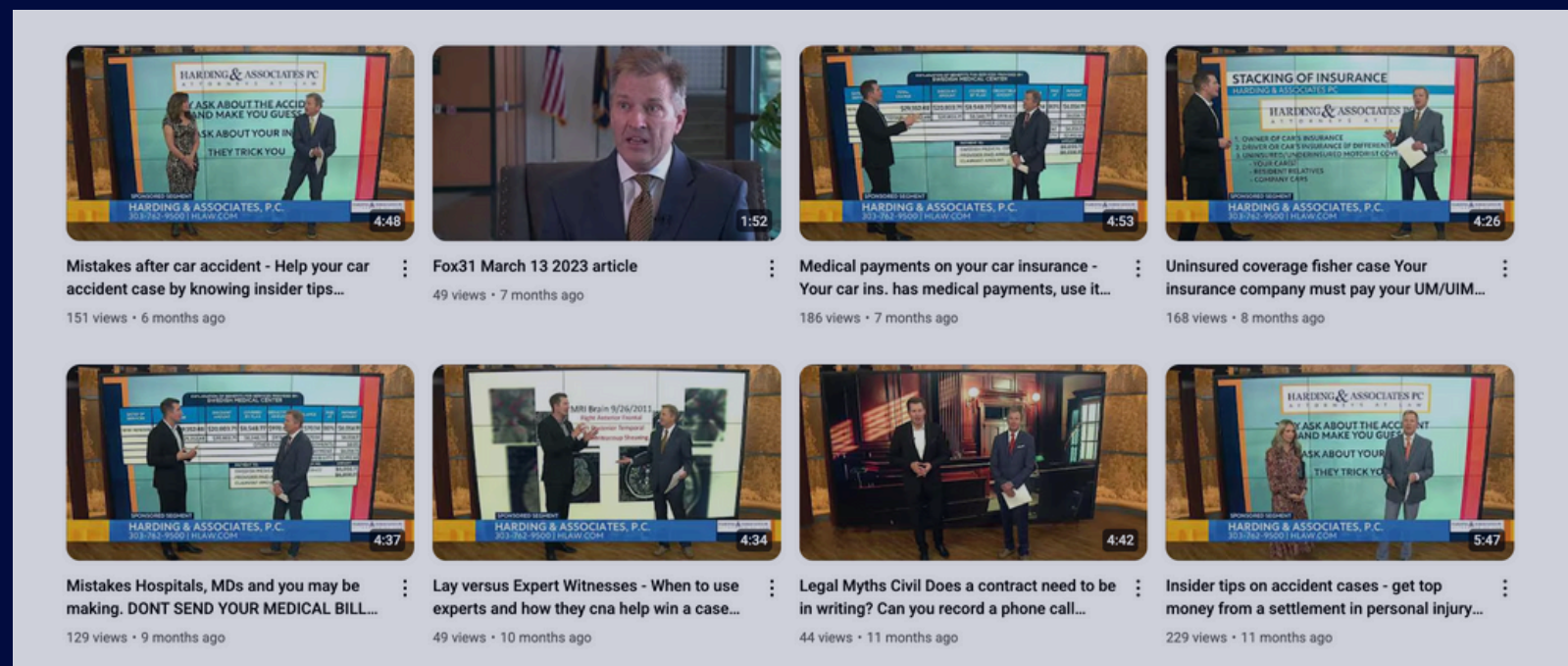
PHIL HARDING

PERSONAL INJURY LAW

Location: Denver, Colorado

Client Background: Phil Harding, a highly respected personal injury attorney in Denver, is known for his extensive legal experience, national accolades, and regular TV appearances on programs like Good Day Colorado. While he had strong local name recognition, he came to FMO Media seeking a stronger digital brand presence that would reflect his authority online, match his in-person reputation, and engage broader audiences through short-form content on TikTok, Instagram, and YouTube.

Challenges and Objectives



Challenges

- Inconsistent branding across platforms
- Minimal audience engagement and online visibility despite local popularity
- Underutilized content strategies, particularly on video platforms like TikTok and YouTube



Objectives

- Expand brand awareness across Colorado, especially on TikTok and YouTube
- Increase high-quality video content output to attract and educate accident victims
- Build social proof and grow trust online through engaging educational content

Why FMO Media?

Why They Chose Us

Phil Harding chose FMO Media to strengthen his brand presence online and reach new clients through social media. Already a well-known personal injury attorney in Denver and a regular TV guest on Good Day Colorado, Phil wanted his digital presence to match his real-world reputation. Our proven track record in legal marketing, expertise in video content creation, and ability to generate measurable ROI made us the ideal partner.

Package

Brand Builder

Timeline

The strategy was implemented over a 12-month period with ongoing adjustments and optimizations to maximize performance.

Services Included

- **Social Media Management** (TikTok, Facebook, Instagram, LinkedIn, YouTube, Google Business Profile)
- **Content Creation** (120–200 videos annually, unlimited social graphics)
- **Paid Media Campaigns** (Meta, TikTok, Google)
- **Brand Awareness and Engagement Strategies**

Strategy

Audit & Content Plan:

- Conducted a full review of Harding & Associates' digital presence and built a targeted content strategy focused on high-converting legal topics

Social Media Management:

- Published consistent content across TikTok, Instagram, Facebook, LinkedIn, YouTube, and Google Business Profile
- Optimized posts for maximum reach, engagement, and brand awareness
- Developed a growth-focused reporting system to track progress monthly

Strategy Continued

Paid Media Optimization:

- Client chose not to run Paid Media.

Video Content Creation:

- Produced professional, engaging short-form videos to educate viewers on personal injury and accident law
- Delivered branded visuals and educational content to reinforce Phil's authority in the legal space
- Filmed bi-annually on location in Denver with a professional videographer

Results & ROI

Website Highlights

Social media engagement drove increased website visits and organic case inquiries, **SEO increased year over year with Youtube helping to rank on Google** which positioned Harding & Associates as a top choice for personal injury representation in Denver.

Social Media Highlights

+1,100 new TikTok followers in first 4 months
776,062 TikTok impressions and **16,908 engagements**
YouTube channel launched
and **scaled to 852 subscribers and 514,040 views**
Dozens of videos reached thousands of views,
driving direct inquiries


Consultations

At least 10 new clients retained directly from organic social media brand awareness, representing an estimated ***\$500,000–\$1.5 million in potential settlement value.***

ROI Impact

Phil invested approximately
\$30,000 into his Gold Package with FMO Media.
The value of cases from organic social media - acquired clients
equates to a
33x–100x return on investment.


VIRAL VIDEOS + SEO RANKING




Phil Harding
@hlawpc · 852 subscribers · 424 videos
SUBSCRIBE TO Harding & Associates Law on YouTube...more
instagram.com/hardingandassociates and 3 more links
Subscribe

HomeVideosShortsPlaylists


LatestPopularOldest




I Had A Really Tragic Case...
29K views




Notify Your Insurance Company
30K views




THIS IS ILLEGAL IN COLORADO
13K views




Fired Your Lawyer? Watch This First.
28K views




What Self Driving Cars Really Do
29K views




A Very Weird Case I Had
19K views




YOUR POLICY.
19K views




DRUNK DRIVING
8K views




I GET A DUI
14K views



AND IT SAYS
7.2K views



NOT ONLY HAS
5.2K views




CAN DO
5K views

Top Organic Keywords 909						
Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...	
harding and associates	C N	1	110	5.86	10.11	
denver car accident lawyer	C	7	3.6K	268.03	9.08	
auto accident attorney denver co	C	4	2.4K	268.03	8.27	
denver car accident lawyers	C	7	1.9K	268.03	4.71	
colorado at fault state insurance car accident	I		590	0.00	4.02	
View details						


google.com/search?num=12&sca_esv=0e0f0e34ec054157&udm=39&fbs=AlljpHxU7SXXniUZfeShr2fp4giZ1Y6MJ25_tmWITc7uy4KleqK3zcKdlhNRMy2vk

Google

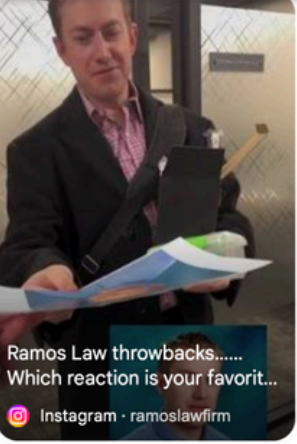
denver colorado personal injury lawyers



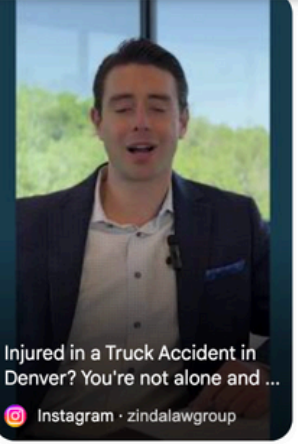
I'VE BEEN DOING THIS 34 YEARS...
Experienced Lawyers for Your Colorado Legal Needs
TikTok · hardingandassociates



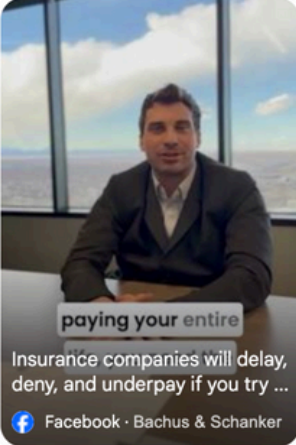
Jordan Law on Instagram: "Our reputation in this field is that ...
Instagram · jordanlawfirmdenver




Ramos Law throwbacks..... Which reaction is your favorit...
Instagram · ramoslawfirm



Injured in a Truck Accident in Denver? You're not alone and ...
Instagram · zindalawgroup



paying your entire
Insurance companies will delay, deny, and underpay if you try ...
Facebook · Bachus & Schanker



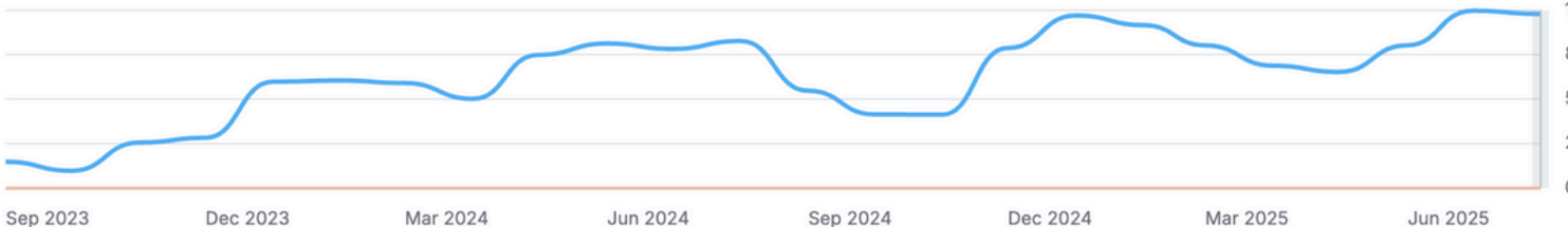
COLORADO LAW EXCEPTIONS!
Colorado Injury Claims: Understanding Legal...
TikTok · hardingandassociates

1M6M1Y2YAll time

Organic Traffic 1,114/month

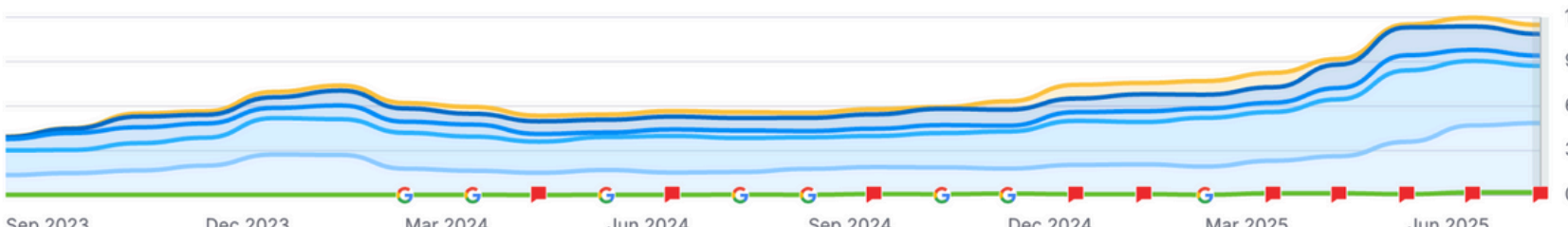
☒ Organic Traffic☒ Paid TrafficNotes

DaysMonthsExport



Organic Keywords 1,171

☒ Top 3☒ 4-10☒ 11-20☒ 21-50☒ 51-100☒ SERP Features



OVERVIEW




WHAT IS
MITIGATING
YOUR
DAMAGES?

 162K VIEWS




3 THINGS
NOT TO DO
AFTER AN ACCIDENT

 132K VIEWS



ALWAYS
FOR JULY

 28.9K VIEWS



1:10 50

< Phil Harding

Home Videos Shorts Playlists

29K views 30K views 13K views

28K views 29K views 19K views

 29K+++ VIEWS



TESTIMONIAL YEAR 1

2X ROI



You are watching this video because you have no idea who FMO media is. You know what? That was me a year ago. I have great SEO, a lot of clients calling in, but zero social media presence as of a year ago. **Zero social media FMO media called me.** I figured whatever, let's give it a shot.

"I HAVE GOTTEN NUMEROUS CLIENTS. AS A MATTER OF FACT, THE FIRST ONE I GOT MORE THAN DOUBLE OF WHAT I PAID FMO MEDIA ON THAT ONE CLIENT ALONE."

I can't recommend them enough. ***They do exactly what they say.*** You might be a little scared of them to start off with because they come in like a freight train, but that's what I needed.

They took all my videos and check it out. Phil Harding from Denver, Colorado. Check out my videos. They're awesome. I love what FMO media did!

CLIENT SETTLEMENT VALUES

1. MINOR INJURY / SOFT TISSUE CASES
 - TYPICAL RANGE: \$10,000–\$25,000 PER CASE
2. MODERATE INJURY CASES (E.G., BROKEN BONES, SIGNIFICANT MEDICAL BILLS)
 - TYPICAL RANGE: \$30,000–\$75,000 PER CASE
3. SEVERE INJURY / CATASTROPHIC CASES (E.G., PERMANENT DISABILITY, WRONGFUL DEATH)
 - TYPICAL RANGE: \$100,000–\$500,000+ PER CASE

1ST ORGANIC CLIENT DOUBLED HIS \$30K INVESTMENT

*Results are estimated and calculated from numbers client gave us



TESTIMONIAL YEAR 2

33X ROI
(AT LEAST)

CLIENT SETTLEMENT VALUES

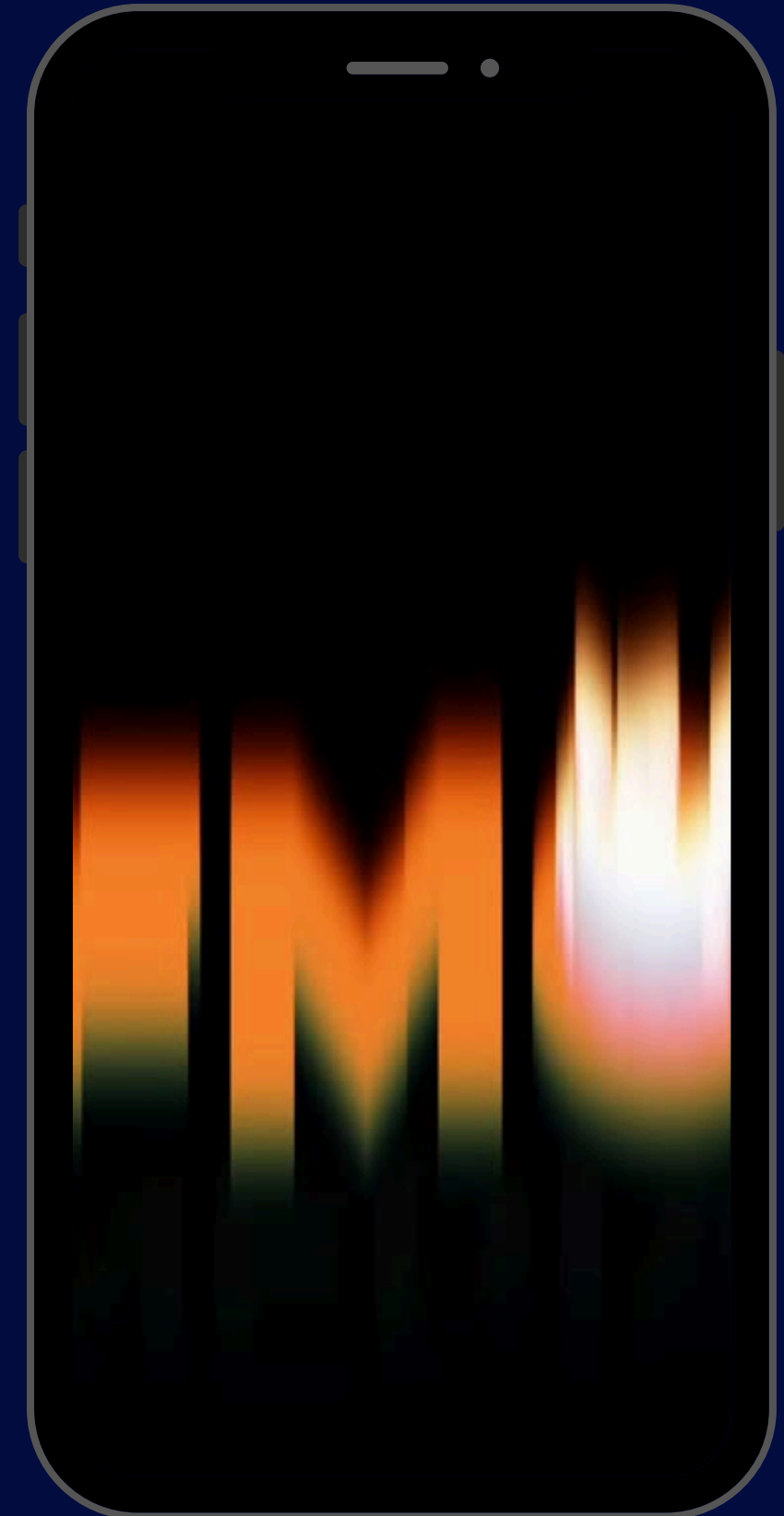
1. MINOR INJURY / SOFT TISSUE CASES
 - TYPICAL RANGE: \$10,000–\$25,000 PER CASE
2. MODERATE INJURY CASES (E.G., BROKEN BONES, SIGNIFICANT MEDICAL BILLS)
 - TYPICAL RANGE: \$30,000–\$75,000 PER CASE
3. SEVERE INJURY / CATASTROPHIC CASES (E.G., PERMANENT DISABILITY, WRONGFUL DEATH)
 - TYPICAL RANGE: \$100,000–\$500,000+ PER CASE

**10 NEW CLIENTS =
\$500,000 - \$1.5 MILLION IN
TOTAL POTENTIAL SETTLEMENT VALUE**

FMO media. This is my second year of doing it.
Last year, they called me out of the blue and I was like, I
don't do any social media.

***BY THIS YEAR, I HAVE AT LEAST 10
NEW CLIENTS BECAUSE OF THIS.***

These guys are great and they're not intimidating. How
many did we knock out?
**100 plus videos! I love these guys. I love working with
them. It's so relaxing. Thanks FMO!**



*Results are estimated and calculated from numbers client gave us

FMO Media

Helping small businesses of today
become the titans of tomorrow.

BOOK YOUR
CALL TODAY

