

How to Share Feedback on Strategy & Results

A short guide to help you share clear, actionable feedback that strengthens your results and keeps us tightly aligned.

Why Your Feedback Matters

Your insights are essential to helping us deliver the strongest possible results. You see what's happening in real conversations, cases, and intake patterns (information we can't access without you). When you share what's working, what isn't, or what's changing internally, we can adjust your strategy quickly and effectively. The more open the feedback loop, the stronger and more targeted your marketing program becomes.

What Actionable Feedback Looks Like

Useful feedback is specific, timely, and tied to a clear observation or concern. Examples include things like, "We're getting more X-type cases than expected," "These leads aren't in our ideal geography," or "This page doesn't reflect our current process." This type of detail helps us pinpoint what's driving the issue and determine the right solution. The more context you provide, the faster we can turn feedback into meaningful improvements.

What Vague Feedback Looks Like (and Why It Slows Us Down)

Comments like "traffic looks low," "rankings feel off," or "the leads aren't great" are understandable, but too general to act on. Without specifics, we end up needing to investigate multiple angles, which delays progress and may not take us in the right direction. Even small details such as time of day, case types, or examples of recent inquiries help us diagnose issues more accurately. When feedback is vague, our first step often becomes gathering missing context rather than solving the problem.

The Best Way to Share Feedback With Us

The most helpful feedback includes a clear description of what you're seeing, why it matters, and any examples you can share. Sharing feedback as soon as you notice something also allows us to respond quickly. You can send feedback by email, during check-ins, or through your preferred communication channel.

How We Use Your Feedback

Every piece of feedback is reviewed and translated into an action plan or investigation path. Depending on the issue, we may adjust campaigns, refine targeting, update content, rework pages, or restructure a strategy. We'll always let you know what we uncover and how we plan to address it. This collaborative approach ensures your marketing remains aligned with your goals, your caseload, and your evolving practice priorities.