

CASE STUDY

MMC and A 2nd Chance Bail Bonds Revolutionize an Industry



When A 2nd Chance Bail Bonds became a client of Michael Mackenzie Communications, the ambitious venture had three locations and a dream. A 2nd Chance Bail Bonds wanted to transform an intimidating industry that seemingly took advantage of citizens at a low point in their lives into a friendly, customer-oriented experience for those facing legal charges and their families. Founder Daniel Matalon, who had benefitted from a second chance of his own, wanted to take the company with a truly different approach into a growth-fueled expansion, but how could he get the word out?

When one of his board members suggested he call Michael Mackenzie Communications (MMC), he found an eight-year ally who would help make his dream come true.



“Meeting Jennifer Koon was the first time we had met an agency president who knew how to strategically use marketing to grow a business, we were impressed and hired the firm right away.”

Jesse Fellabaum, Director of Operations

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A 2nd Chance had just received the disappointing news that Google was no longer going to accept the company's advertising, A 2nd Chance Bail Bonds' primary way to attract customers. Bail bonds had become a blocked category on the Google platform.

Building a Strong Referral Network

Jennifer Koon and the MMC team recommended A 2nd Chance Bail Bonds replace its direct-to-consumer marketing with a strategic campaign to build a trusted network of referral sources. Attorneys were a logical place to start, MMC reasoned, because

they were in constant need of bail bonding services for their clients. That first year of collaboration quickly became known as “The Year of the Attorney.” A 2nd Chance Bail Bonds used a variety of marketing outreach tactics, including an email campaign highlighting the benefits of their bail bond service and an attorney-focused blog, to introduce the firm to lawyers who consistently needed bail bond services for their clients. Additionally, MMC helped A 2nd Chance Bail Bonds' top executives begin building relationships with leading legal associations such as the Georgia Association of Criminal Defense Lawyers and Georgia Association of Women Lawyers. By sponsoring legal groups' events and golf tournaments, A 2nd Chance made significant inroads into relationships that continue to pay dividends today.

Based on the success of attorney outreach, MMC expanded its focus to include other types of referral partners, such as employees of the court systems, law enforcement and the family members of those facing legal charges. In most cases, the defendant's first call is to a relative for help and, often, those family members have little to no knowledge of how to navigate the legal system. Real-world advice on how to do that was posted on A 2nd Chance Bail Bonds' website where anyone in need can have their questions answered 24/7 – even before they contact the firm. A 2nd Chance Bail Bonds quickly became known as a friendly advocate for those in jail and a trusted resource for families in crisis.

Broadening Tactics to Turbocharge Effort

As A 2nd Chance Bail Bonds' profile began to rise locally, MMC broadened its outreach to include content marketing, public relations, social media and events to provide a coordinated and consistent drumbeat to the A 2nd Chance Bail Bonds story. Then, A 2nd Chance Bail Bonds literally “hit the road” when MARTA buses wrapped with the firm's familiar red and black branding took to the streets.



Managing High-Profile Clients' Release

When a group of high-profile national figures was charged with federal allegations of election interference, A 2nd Chance Bail Bonds stepped in to assist with the release of seven of the 20 jailed individuals. MMC worked feverishly in real time to prepare A 2nd Chance Bail Bonds spokespeople for on-air interviews with local and national media. MMC also assisted A 2nd Chance Bail Bonds with responding to queries about the breaking news from national press representatives assembled in front of the firm's office.

Supporting Law Enforcement Through "Back Your Blue" Initiative

A 2nd Chance Bail Bonds' strong positive belief in the value local law enforcement brings to the community came alive when the firm launched a "Back Your Blue" initiative. This 45-minute podcast, heard on the popular sports radio channel 680 The Fan, features law enforcement officials, sheriffs, judges, clerks and local public figures who are dedicated to building a stronger sense of community in the areas they serve. Each week, A 2nd Chance Bail Bonds' CEO Daniel Matalon, popular on-air personality Tug Cowart and their guests discuss how citizens can help make their communities safer. The complete podcast series is archived on A 2nd Chance Bail Bonds' YouTube channel.

Innovation Keeps Marketing Crisp

"MMC has kept our marketing fresh by introducing the latest marketing innovations," Fellabaum said. "They just launched an

OTT (Over the Top) advertising campaign that features our 15- and 30-second ads on leading streaming services. When MMC approached us with the idea I didn't know what OTT was, but I have to admit we are seeing tremendous success with it."

As more people heard about the local firm that was changing the way bail bonds are arranged and executed, A 2nd Chance Bail Bonds has grown to a network of 10 physical locations and the firm's operations have expanded beyond metro Atlanta to include Birmingham, Alabama. Today, A 2nd Chance Bail Bonds now employs close to 70 professionals.

Facing legal woes can be a life-changing experience no matter the charge or the circumstances. A 2nd Chance Bail Bonds has completely changed the way detainees and their families secure a quick release from area jails to receive second chances of their own.



"Jennifer taught me everything I know about how to use branding and strategic marketing to grow a business," said Fellabaum. "Jen worked side-by-side with us, and she was our biggest champion. We would not be enjoying the phenomenal success we have today without her and her team."

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About A 2nd Chance Bail Bonds

A 2nd Chance Bail Bonds is a leading bail bond agency, providing 24/7 assistance across Metro Atlanta and in the Birmingham, Alabama region. With a network of strategically placed offices, they specialize in facilitating swift releases from custody, understanding that legal situations demand immediate action. Since its founding in 2007 by Daniel Matalon, A 2nd Chance Bail Bonds has grown to be one of the largest and most reliable bail bond providers in Georgia. In 2021, the firm launched A 2nd Chance Monitoring to deliver advanced electronic monitoring solutions in support of the legal and court systems. The company provides cutting-edge monitoring devices and precise, exception-based reporting

to ensure accountability for pre-trial and probated individuals. In addition to providing bail bond and monitoring services, A 2nd Chance Bail Bonds CEO Daniel Matalon also hosts the "Back Your Blue" radio show, which highlights positive news regarding law enforcement and the justice system and showcases community programs that promote public safety.

For more information, visit www.a2ndchancebailbonds.com and www.a2ndchancemonitoring.com.

