

Law Firm Case Study

SAVE TIME AND ACHIEVE HIGHER RETURN ON AD SPEND (ROAS) BY TRUSTING TC ADVERTISING SELECT TO RUN YOUR LAW CAMPAIGNS.

CONTEXT



CAMPAIGN LENGTH

Four Months



GEOGRAPHY

Southern U.S.



INVESTMENT

\$550,000



SOLUTIONS

SEM, Performance Max, Display, Organic SEO, and Local SEO

OBJECTIVE

This client is a large injury law firm specializing in 18-wheeler, motorcycle, and standard car accidents. This space is hyper-competitive, and they were looking to bring in more quality cases.

RESULTS

196

Signed auto cases

\$2.8k

Cost per confirmed case

388

Keywords (mostly auto related) in the top five positions on Google

2,327

Leads (Phone calls and form submissions)

STRATEGY & SOLUTIONS

STRATEGY

We worked closely with the client to help find quality clients. It's challenging to capture a lead with the proper insurance, a lead that is not at fault, and a lead who had a serious enough accident that needed representation. The digital strategy aimed to capture as many auto accident leads as possible.

PRODUCT SELECTION

- These products were selected to dominate Google's space. When someone gets into a car accident, they go to Google for a legal representative.
- Search Engine Marketing (SEM) and SEO helped our client rank as high and as frequently as possible to capture qualified leads.
- SEO was used to rank for over 380 keywords within the top-five placements on Google, including many auto-specific keywords such as "car accident attorney (local geo), injury lawyer (local geo), personal injury lawyer (local geo), truck accident lawyer, auto accident lawyer (local geo)."

