

Law Case Study

PERSONAL INJURY ATTORNEY

CONTEXT



CAMPAIGN LENGTH

One Year



GEOGRAPHY

Major designated market area in the Midwest



INVESTMENT

\$319,275



SOLUTIONS

Programmatic Display, Programmatic Video, Device ID, Search Engine Marketing (SEM), and Organic SEO

OBJECTIVE

The client wanted to gain new clientele through calls, form fills, and foot traffic.

RESULTS

The client was located in a designated market area but serviced the entire state, so the strategy was to scale beyond their local market to attract new clients for personal injury cases, insurance claims, and automotive accidents.

\$1,690,030

Revenue gained from total digital investment, which is a 5.3:1 return-on-investment (ROI).

123+

Confirmed cases over a 12 month campaign.

STRATEGY AND SOLUTIONS

A traumatic brain injury case worth nearly \$1 million was generated by the client first discovering the attorney through a general Google search seeking local attorneys and then converting to the client's website after reading content written by our SEO team.

The overarching campaign strategy leaned heavily toward SEM to help drive calls and form fills.

This focus on generating awareness of the firm to relevant markets helped establish familiarity when an opportunity arose to engage the firm more closely.

