

LAW & GOVERNMENT CASE STUDY

OVERVIEW

Client

Personal Injury Attorney

Campaign Length

One Year

Objectives

Gain new clientele through calls, form fills, and foot traffic

Geography

Major DMA in the Midwest

Total Investment

\$319,275

Products Utilized

Programmatic Display

Pre-Roll Video

Device ID

Search Engine Marketing

Organic SEO

RESULTS

The client was located in a major DMA 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.

\$690,030

Revenue gained from total digital investment, which is a 2.16:1 return-on-investment (ROI)

123+

Confirmed cases over 12-month campaign

\$1MM

Largest deal size captured through Search Engine Marketing (SEM) campaign

STRATEGY & SOLUTIONS

- A traumatic brain injury case worth up to \$1,000,000 was generated by the client first discovering the attorney through a general Google search seeking local attorneys, and then converting on the client's website after reading content written by our SEO team
- The overarching campaign strategy leaned heavily towards Search Engine Marketing (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