

Precise Targeting for Hyper-Relevant Engagements

How a Local PI Firm is Targeting Specific Locations to Drive Massive Returns

Overview & Strategy

In a recent effort to enhance its digital marketing capabilities, a law firm specializing in personal injury cases partnered with us to deploy a comprehensive digital advertising campaign.

The strategy included multiple components such as **geo-fencing**, **display advertising**, and **search engine marketing (SEM)**.

The firm faced the typical challenge of converting online leads into real cases, which is crucial for measuring the return on investment in legal marketing where case cycles can be long.

Campaign Objectives

The primary objectives of the campaign were to increase client acquisition through digital channels and boost the firm's visibility and engagement metrics online. The campaign focused on various digital marketing tactics:

1. **Geo-fencing:** Targeting specific locations such as casinos, which are hotspots for potential clients.
2. **Display Campaigns:** Use engaging visual ads to generate clicks and hover interactions.
3. **SEM:** Optimize ad spending to increase conversions from ads to actionable client calls.

Performance Results

The results over the first few months of the campaign showed promising signs of effectiveness with **27 verified client calls**.

- **Display Campaign:** Achieved over 61,000 impressions with a click-through rate (CTR) of 0.13%, significantly above the industry average of 0.05%.
- **Geo-fencing:** The targeted ads resulted in 42,000 impressions and a CTR of 0.11%, with some fluctuations due to seasonal visitor patterns at targeted locations.
- **SEM:** Impressively, the SEM efforts led to over 7,000 impressions, 963 clicks, and 27 verified client calls, with a high CTR of 12.44%, vastly outperforming the baseline of 2%.

Conclusion

The campaign successfully drove new client inquiries and increased digital engagement, indicating a strong alignment between the strategy and the law firm's goals.

The firm noted several high-potential leads and referrals directly attributed to the digital marketing efforts.

Despite the challenges of long case resolution times, which delay the financial return, the initial outcomes are promising. The firm plans to reinvest in these strategies, expanding their efforts by the year's end.