

# Winning Legal Clients

## How a Regional PI Firm is Filling their Case Pipeline and Growing their Practice

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### Overview & Strategy

A personal injury law firm engaged our team to enhance their digital marketing efforts across various channels, including SEO, SEM, social media, and display advertising.

The objective was to increase brand visibility, drive qualified leads, and ultimately grow their client base.

By implementing targeted strategies and optimizing campaign elements, we aimed to reach a larger audience and convert impressions into valuable consultations.

### Campaign Objectives

#### Increase Brand Visibility:

- Utilize SEO to improve search engine rankings and attract organic traffic.
- Implement SEM to capture search engine market share and drive immediate traffic.
- Leverage social media to engage with a broader audience and increase reach.
- Use display advertising to reinforce brand presence across various platforms.

#### Generate Qualified Leads:

- Drive traffic to the firm's website and optimize contact forms for higher conversion rates.
- Implement retargeting strategies to re-engage users who previously interacted with the ads.

#### Monitor and Optimize Performance:

- Track key metrics such as impressions, clicks, and conversion rates across all channels.
- Adjust strategies based on performance data to maximize impact.

### Performance Results

#### SEO Success:

- Increased keywords on page 1 from 75 in April 2023 to 111 in April 2024.
- Improved organic clicks from 172 in April 2023 to 230 in April 2024.
- **20% lift in engagement rate YoY: From 68% to 88%.**

#### SEM Performance:

- Achieved 9,127,987 impressions and 50,757 clicks with an average CPC of \$2.86.
- Generated 942 leads with a CPL of \$154.22 - lower than their industry average.

#### Social Media Engagement:

- Delivered 3,659,081 impressions and 43,411 clicks.
- Achieved a daily reach of 3,175,129 and 44,704 engagements.
- Reduced CPC by \$.16 YoY: From 70 cents to 54 cents.

#### Display Advertising:

- Delivered 4,043,226 impressions and 1,955 clicks.
- Maintained a CTR of 0.05% with significant contributions from mobile and connected TV.

### Conclusion

The comprehensive digital marketing strategy successfully increased brand visibility and generated qualified leads for the personal injury law firm.

The combined efforts of SEO, SEM, social media, and display advertising drove significant engagement and conversions.

Future campaigns will build on this success by continuing to monitor performance data and adjusting strategies to maximize impact.