

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