

# Case Closed!

Achieving a 1762% Advertising ROI  
for a Family Law Firm  
with White Label Digital Advertising



# Introduction

Digital is on the rise! Digital advertising finally surpassed TV ads as the go-to media for businesses in 2016. In fact, by 2020 digital ad spending in the U.S. is projected to outpace TV by 35 billion<sup>1</sup>. While many legal practices still rely heavily on TV ads, savvy firms are taking advantage of their competitor's underutilization of this ad medium within their industry.

People are searching for legal help online more than ever. 96% of people seeking legal advice use a search engine<sup>2</sup> and 74% of legal prospects beginning a search online end up contacting the firm's office via phone<sup>3</sup>.

This case study demonstrates how our digital advertising team helped a local law firm take advantage of today's search trends by creating highly relevant ads for their target audience. In just 60 days our client achieved a 1762% advertising ROI from our multi-channel advertising campaign, and you can too!

Your competitors will plead "no contest" while you dominate the local legal market with our digital advertising services.



<sup>1</sup> eMarketer

<sup>2</sup> Google Consumer Survey, Nov 2013

<sup>3</sup> FindLaw U.S. Consumer Legal Needs Survey 2014

# The Client

Family Legal Firm LLP\* is a small local legal firm which helps families navigate the complexities of the legal process. With just a single location, the firm faces fierce competition from large multi-location legal firms in their market of almost 700,000 residents.

Local legal firms like Family Legal need an edge to compete against the major players in the legal field. If the late great Robert Vaughn is in the TV ads of your competitors, you'll definitely need some help to strategically reach your target audience.

Family Legal understood they needed to be tactical with their advertising budget to compete with larger firms in their area. They

knew that with digital advertising, they could specifically target the people who were looking for legal assistance at exactly the time they needed it most.

So while the goliaths in their area stuck with the traditional TV ad model, Family Legal Firm LLP contacted us to utilize our expertise in modern local marketing and digital advertising.

This strategy set the stage for a productive digital ad campaign. As a small local firm with a good reputation and focus on customer service (displayed in their reviews), Family Legal was primed for success!

\*The name of the client has been changed to protect privacy and anonymity.

Frank [redacted]  
3 reviews · 2 photos  
★★★★★ 4 months ago  
I would hire [redacted] for any case I had, TOP NOTCH!!

Martin [redacted]  
2 reviews  
★★★★★ a week ago  
Very upbeat and happy office staff he has here. Full of joy! And [redacted] is really a stand-up lawyer!

[redacted]  
1 review  
★★★★★ a year ago  
I was very pleased with both my cases [redacted] represented me in. His office staff always so pleasant and caring. [redacted] always so sweet! I hope I don't need a lawyer in the future but if I do...I'm hiring [redacted] again! :)

# The Campaign Process

Getting the phone to ring at the firm's office was the goal. This clear conversion objective allowed our digital advertising team to optimize all campaigns around driving phone calls to the law firm.

## The Message

Family Legal ran a Calls & Conversions campaign to drive new real-life business to their law office. The campaign message revolved around a free legal consultation. Due to a strong military presence in the region, the firm also offered a 10% discount on their hourly fee for military personnel.

The creative, ad copy and goals were based on this campaign vision, and the goal was to drive people to call and book consultations at the law office.

## The Method

The digital advertising fulfilment process for Family Legal involved 3 core tactics to help drive calls:

1. Google Adwords campaign with programmatic bidding
2. Facebook ad campaigns
3. A customized, mobile-optimized landing page



Here's why these tactics were chosen for this campaign:

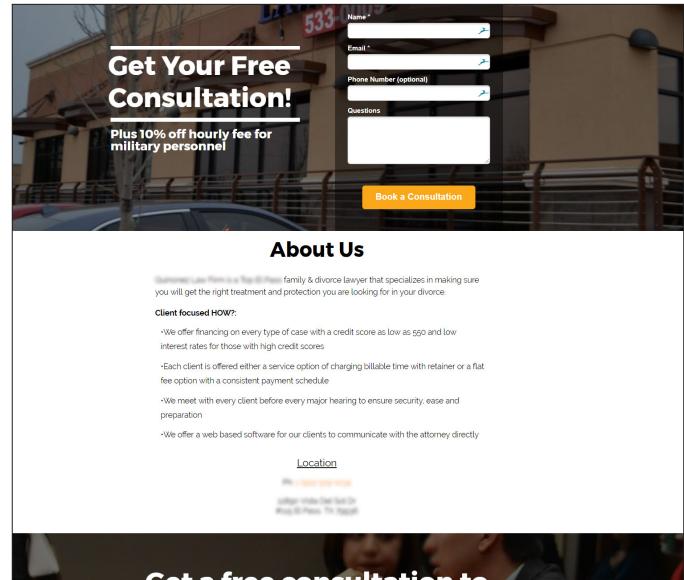
### ***Google Adwords Campaign***

Using Google Adwords ensures that digital ads are exposed to a highly targeted audience of people who indicate purchase intent by searching for local keywords related to the business. Adwords campaigns are centered around action—people looking for immediate legal help in the firm's target area.

### ***Facebook Ad Campaigns***

The recipe for success for Facebook advertising is to reach a highly targeted audience the optimal number of times within a certain time period. Social media is the new word-of-mouth. If you target the correct audience, they'll share it and promote it for you. This is important because the most credible form of advertising comes straight from the people we know and trust. 83% of online respondents in 60 countries say they trust the recommendations of friends and family<sup>4</sup>. Plus, this new word of mouth advertising is trackable, attributable, and optimizable.

### ***Custom Mobile-Optimized Landing Page***



Armed with the logo and promotional photos supplied by the Family Legal staff, our digital advertising team designed a custom landing page to explain the firm and their services, display their reputation to build trust, and drive them to sign up for a free legal consultation. The landing page included custom engaging copy, images, details about the firm and a form with a specific call-to-action to encourage prospects to leave their contact details to schedule their free legal consultation. Both the Adwords and Facebook campaigns drove traffic to this page.

All these tactics worked together in harmony to drive real-world calls and conversions, with proven results delivered to the client in monthly reports as we'll see next.

<sup>4</sup> [Nielsen Global Trust in Advertising Report](#)

# Results

Family Law certainly got their money's worth from this campaign! In just 2 months, and with only \$2,196 in ad spend, the law firm generated an estimated \$40,000 in revenue. That's a whopping 1742% return on their investment!

## Advertising results:

<b>560</b>	<b>117</b>	<b>50</b>
Ad clicks	Social & website clicks	Qualified calls & form fills

## Monetary results:

<b>\$2,195.84</b>	<b>\$40,000</b>	<b>1742%</b>
Initial investment	Campaign revenue	Return-On-Investment

The ROI is calculated based on an estimated 80% result conversion rate. That means that, of those 50 real-life results, we project that 80% will convert into an actual sale. The ROI is then calculated with that in mind, based on the value per result (getting a new client) determined by Family Law Firm LLP.



## **Search Ads**

The search network ads—text ads that would display on the top and bottom of the Google search results page—did well in generating new engagement for Family Legal.

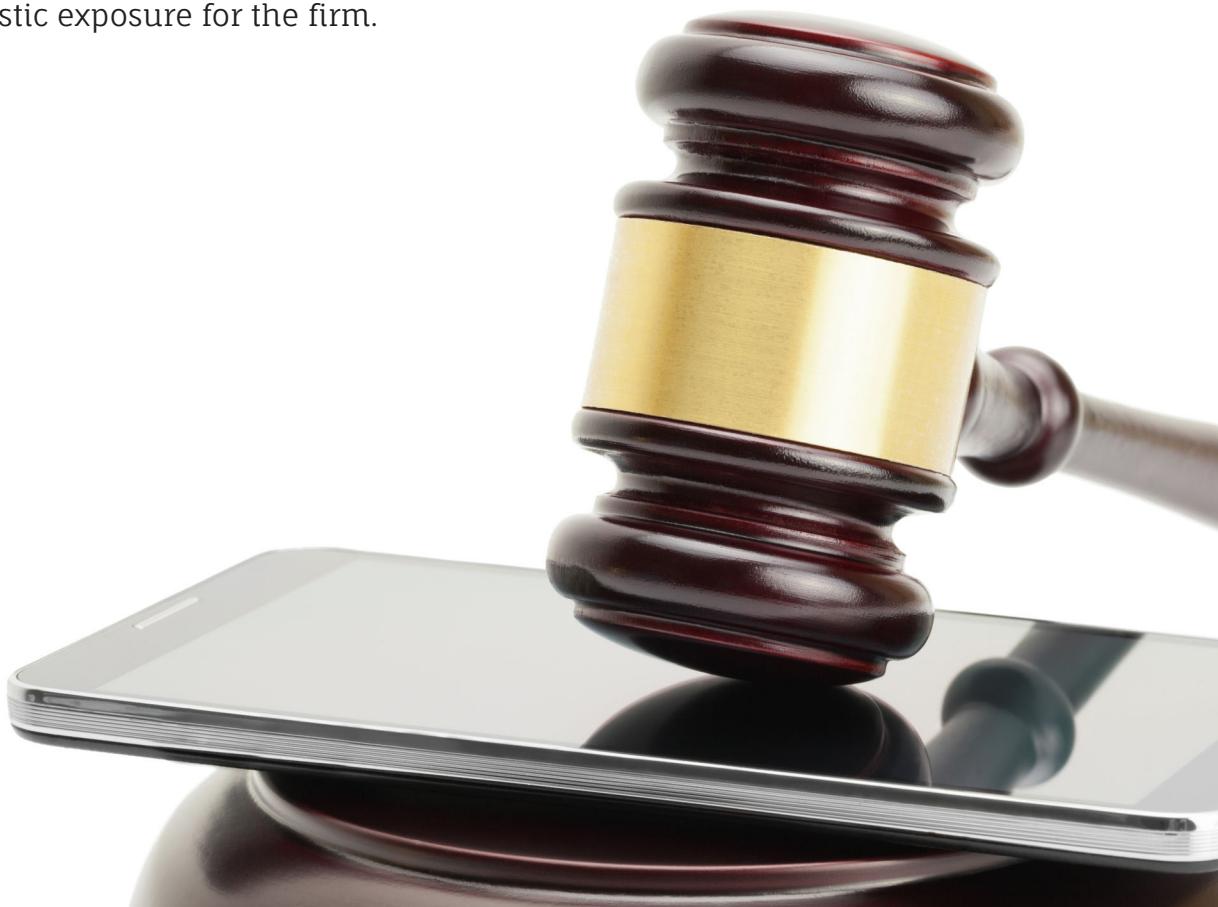
Consumer engagement with the ads appearing on the SERP (Search Engine Results Page) was 199% higher than industry average, which means that the ads were highly relevant to people searching for the campaign's predetermined keywords.

<b>131</b>	<b>4.03%</b>	<b>\$5.75</b>
Ad clicks	Click-Through Rate (CTR)	Cost Per Click (CPC)

 **199%**  
Higher CTR than  
industry average

The Family Legal ads on the search network were served to people who searched Google for predetermined keywords, such as “divorce attorney”, “divorce lawyer”, “family law attorney”, and “child custody attorney” in their area.

With such a high volume of searches made in Family Legal’s target area for these terms, appearing at the top of Google’s search engine results page generated fantastic exposure for the firm.



## Facebook Ads

Ads for local business served on Facebook can greatly improve brand awareness of the business, as well as generate new clients. Here's what the Family Legal Facebook ad campaign gained in just over two months:

<b>429</b>	<b>64</b>	<b>43</b>	<b>1.43%</b>	<b>\$1.02</b>
Ad clicks	Likes, Shares, Comments & Reaction	"Learn More" Button Clicks	Click-Through Rate (CTR)	Cost Per Click (CPC)

**23%**  
lower CPC than industry average

The Facebook ad for Family Legal put their Free Legal Consultation offer in front of a hyper-targeted, engaged audience to drive new business. Advertising on Facebook is great for both generating leads and amplifying your brand. With each ad attached to their Facebook social profile, the clicks and reactions not only drove new business, but also drove new brand recognition and improved Family Legal's online reputation.

A screenshot of a Facebook post from "Family Legal Firm, LLP". The post was made on June 27. It features a profile picture of a law office building with a "LAW OFFICE" sign. The post text reads: "Hi [redacted] and area! Handling legal matters can be some of the toughest times in life, but we're here to help with just a few things we offer:  
✓ A caring and professional team  
✓ Excellent record of winning cases  
✓ A FREE legal consultation  
Claim yours now! <http://www.familylegal.com>"

Below the post is a large image of a car parked in front of the law office building. Overlaid on the image are two buttons: "Resume Video" with a play icon and "Learn More" with a globe icon. At the bottom of the post, there is a call-to-action button labeled "FREE Legal Consultation" with a clipboard icon, and a link "Click learn more to claim >>>" followed by a "Learn More" button.



# Takeaways

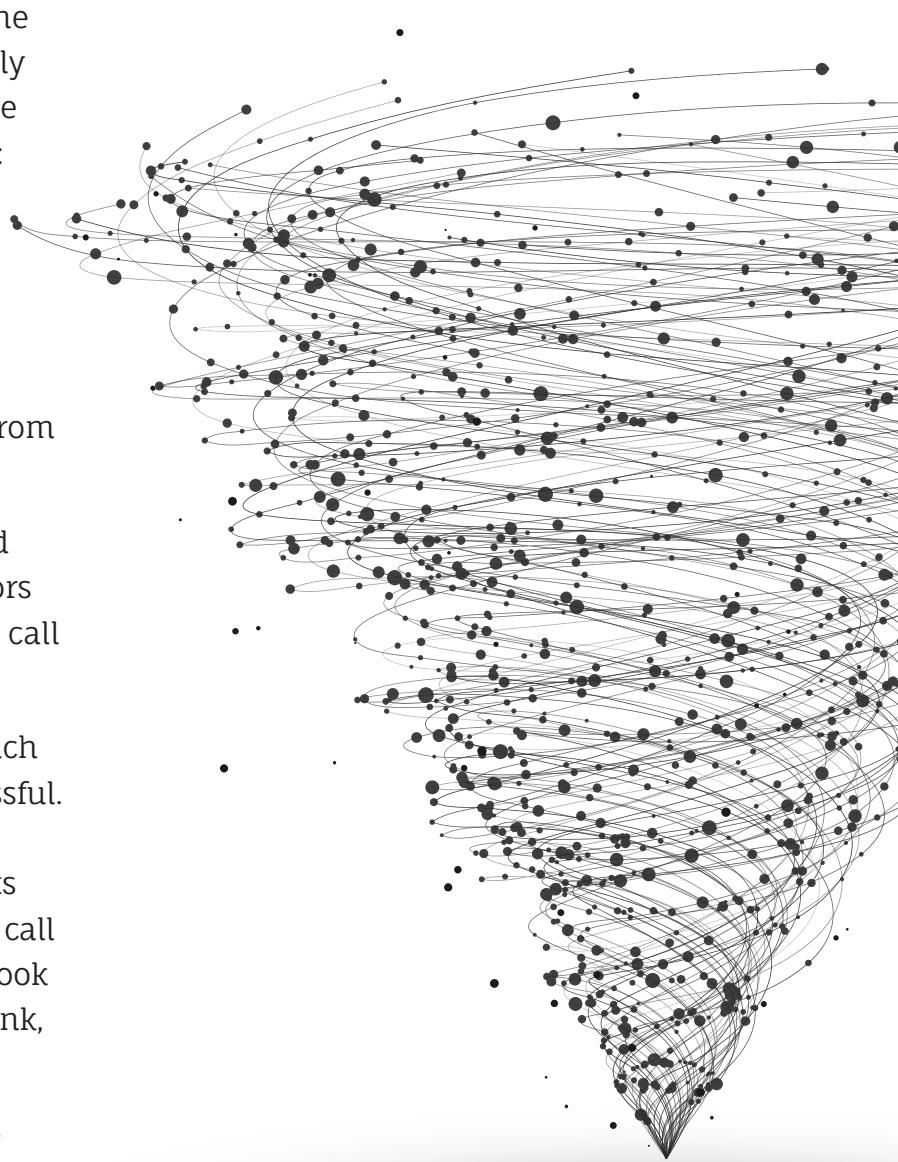
## 1. Create a Landing Page That Focuses on Conversions

Family Legal's landing page was essential to the success of both digital ad campaigns. Was the page flashy? No, but flash will not necessarily get the phone ringing. Family Legal's concise landing page focused on three core themes:

- **Addressing the target audience's primary concerns:** cost, comfort, and communication.
- **Building trust:** by highlighting the firm's experience and sharing reviews from satisfied clients.
- **Simplicity:** aside from the Facebook and firm website link, all landing page visitors could do was read the succinct text and call or fill out the consultation form.

This strategy gets it right on many levels, which is a big part of why the campaign was successful. The content is clear and compelling and addresses the initial objections that prospects would have. It's easy to read quickly and the call to action is clear. There are several ways to book the consultation (fill out the form, click the link, or call), but the CTA is always the same.

Creating landing pages like this delivers the right message in the right way and makes it easy for prospects to make the decision to contact your client.



## **2. Pick the Right Keywords**

Picking keywords that are highly relevant to both your services and the campaign's promotional offer is essential.

Family Legal's campaign focused on keywords that were tightly aligned with their services and the legal help their target clients would be searching for. By doing it this way, rather than casting a wide net to get a ton of traffic, the ads were displayed in highly-relevant searches and were more likely to gain clicks, calls, and conversions from interested prospects.

Picking keywords that are relevant to the business, yet not to the specific campaign, will simply waste your advertising budget as customers are looking for more specific results. A simple exercise to ensure you're getting it right is to put yourself in the shoes of the person entering the keywords you're considering. If they don't make sense for your specific campaign, there's no reason to waste money by including them.

## **3. Highly Targeted Facebook Advertising Campaigns**

The recipe for success on Facebook is to serve ads the optimal number of times within a certain period to a highly targeted audience. By supplementing organic Facebook posts with the right campaign, you will drive traffic, publicize promotions, and ultimately generate calls, in-store visits and sales.

Want a digital advertising presence that drives leads without doing it yourself or hiring new staff? We'll do all the heavy lifting for you, from setting up geo-targeting, retargeting and Facebook advertising, to providing you with proof-of-performance reports. We'll focus on driving leads and sales while you focus on running your business!

Want to get your business clients real-life results like Family Legal Firm LLP? Contact us today!