



# DIGITAL ADS FOR ATTORNEYS

# THE CLIENT



A law office in Dallas, TX reached out to us to have us generate new leads for their injury law division.

They had worked with marketing companies in the past without too much success but had heard of us through a referral.

We did a blend of Facebook lead ads, and Instagram story/feed ads in combination with social media management on their pages.

They started on a 6 month contract at \$2,000 a month.

\*client details changed for confidentiality

# OUR ADS

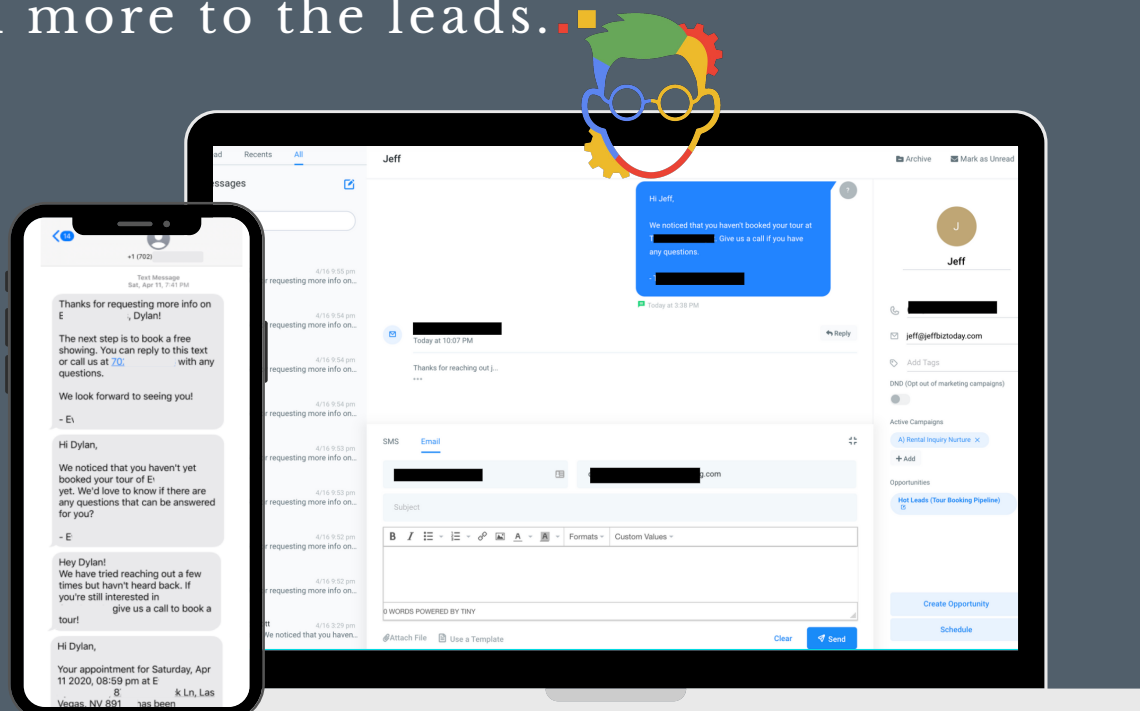


We setup ads like this one with Facebook and Google PPC campaigns to find new clients.



# LEAD NOURISHING

We also setup automated lead campaigns that send automated text reminders, follow ups, and more to the leads.





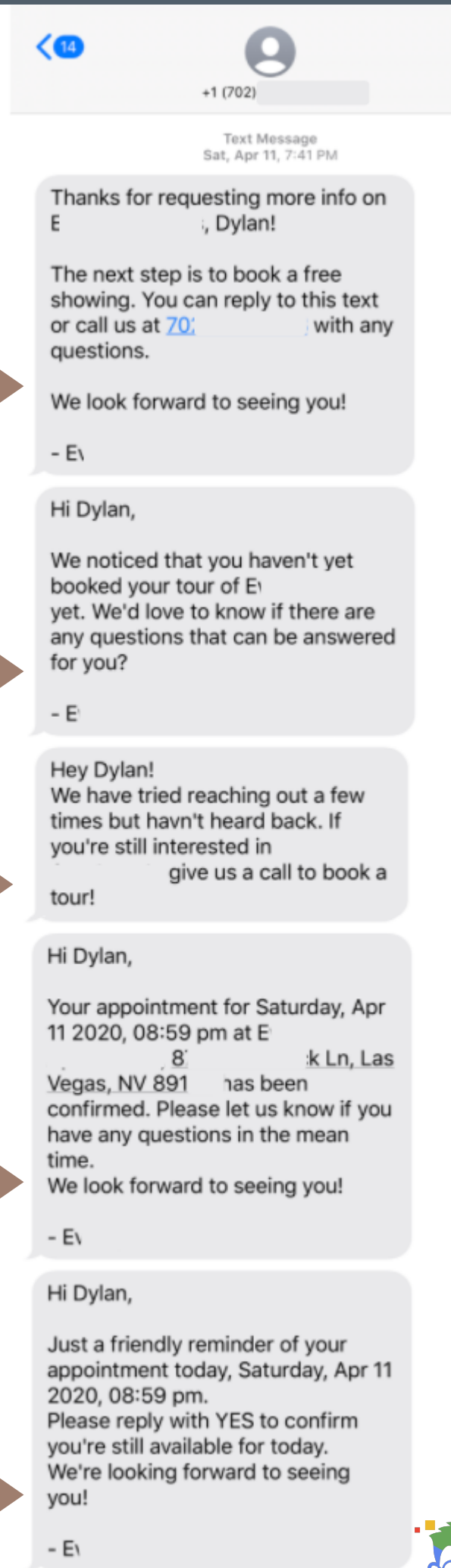
Leads are contacted as soon as they respond to an ad.

They are encouraged to book a consult.

They receive automated follow ups over several days/weeks.

When they book their consult they are sent a confirmation.

And they receive appointment reminders so they don't forget.

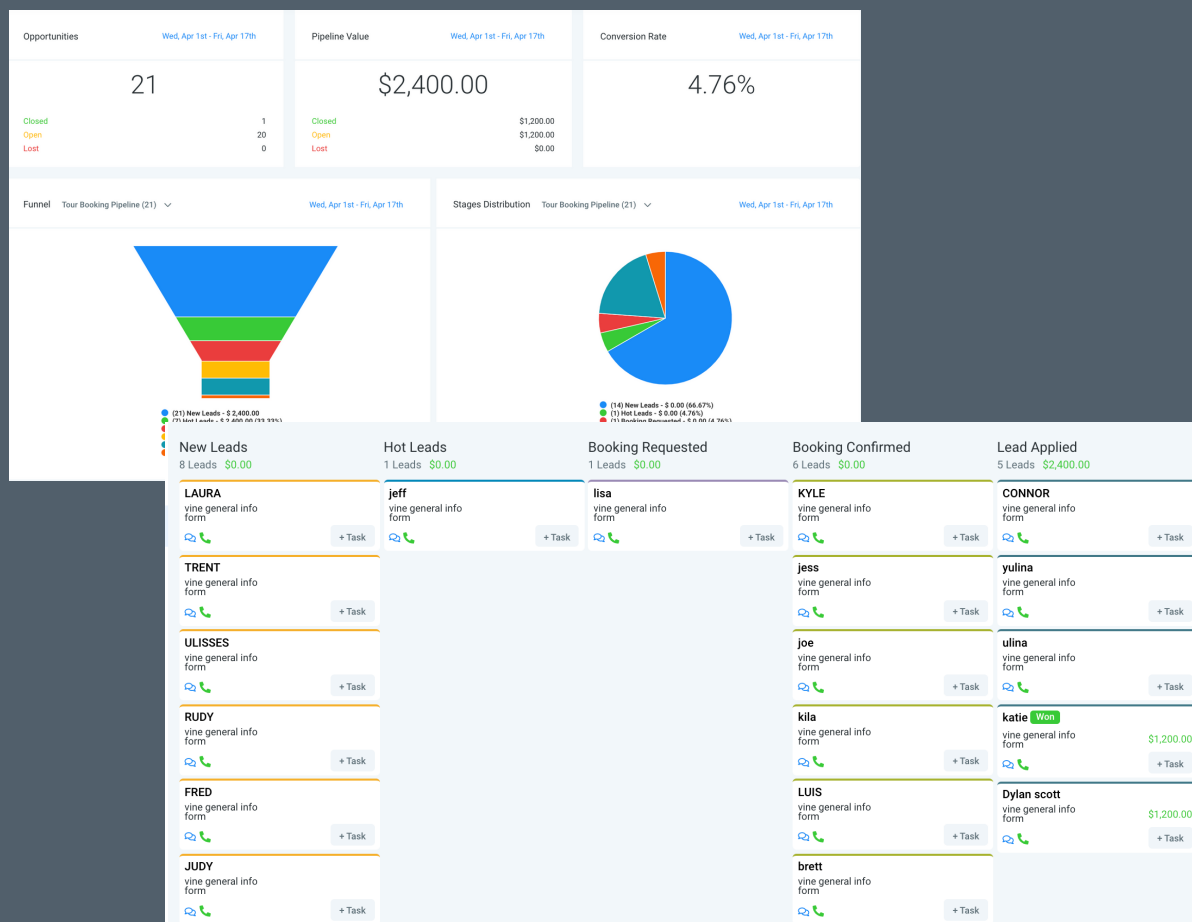




*tracking the data*

# CRM DASHBOARD

Included with this service is free access to our CRM dashboard that allows you see all the leads, communicate with them in real time, and track the results.



# NUMBERS & ANALYTICS

**48**

THOUSAND

IMPRESSIONS  
(PEOPLE WHO  
SAW THE ADS)

**559**

PEOPLE CLICKED  
THROUGH OR  
ENGAGED WITH  
THE AD

**64**

TOTAL LEADS  
GENERATED

**33%**

*leads booked a  
consultation*

**21**

*appointments*

**3**

*new cases*



**NEW CASES GENERATED  
THOUSANDS IN REVENUE  
POSITIVE ROI**



*from the ads and lead campaigns*

# SUMMARY

*from the work we did*

For this client we helped them generate a few new cases and significant brand awareness in the local area.

"We appreciate the detailed work and good quality leads you generated for us"  
- Partner, Dallas Law Group

# CONTACT US TODAY!

