

JORDAM·ADAMS·CONSULTING

Bankruptcy Attorney Case Study

Client Background

Jordan was approached by a bankruptcy attorney. He was the sole owner. He was already running Google AdWords himself for the 24 months prior, and his budget was \$1k a month. He was only generating 2 to 3 leads a month. He knew the results could be improved. His main objective was to attract more calls that turn into paying clients.

Project Scope

Our approach consisted of the following steps:

1. Review the existing account to determine ways in which the account could be restructured to improve efficiency. In many cases, poor performing accounts are not built in a way that ensures you are getting the most of your spend and/or are not being properly optimized.
2. Identify advertising methods that were currently not being utilized and recommend ways in which the campaign can be expanded in order to achieve best results.
3. Use tested and proven campaigns and landing pages to get the best possible conversion rate.
4. Implement call tracking to ensure that all phone inquiries are properly captured, recorded and improvements in the call handling process identified.

These actions were completed within 48 hours after taking over the account.

Results

Since rebuilding and taking over management of the campaigns, the client's cost per lead has been reduced by 85% compared to 1 week prior. The budget was raised to \$1600/month in the 2nd month.

	Month Prior to Takeover	7 Days After Takeover	30 Days After Takeover	2 nd Month
Spend	\$1,012	\$269	\$1057	\$1570
Leads	3	5	24	41
Cost per lead	\$337	\$54	\$44	\$38

Client Feedback

"Jordan generated more calls and clients for us in the first month than the past 24 months combined! Having Jordan take care of our advertising has made a world of difference for my bankruptcy practice."

JR – Attorneys at Law