

# JORDAM·ADAMS·CONSULTING

## Family Law Attorney Case Study

### Client Background

A Family Law Practice in Utah had never used Google AdWords to get leads. Their main objective was to attract more calls that turn into paying clients specifically for Family Law. They knew that just relying on Dex and constantly chasing referrals was “sinking their ship”.

The budget was \$3k per month.

### Project Scope

Our approach consisted of the following steps:

1. Review the existing advertising to determine ways to improve efficiency. (This attorney was only using Dex to advertise and didn't have reliable data to show what the results were. But client was sure that they weren't getting more than 10 leads a month)
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. (Pause Dex and use Google AdWords and compare the 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 building and taking over management of the campaigns, the client's cost per lead has been reduced by 84% compared to 1 week prior and the number of leads increased by 700% without raising the monthly spend.

	Monthly Numbers Prior to takeover	7 days after	30 days later
<b>Spend</b>	\$3,018	\$836	\$3,117
<b>Leads</b>	10	17	72
<b>Cost per lead</b>	\$300	\$49	\$43

### Client Feedback

“We never knew that AdWords could be a good source of business growth for us but we had to do something different. This year so far has transformed our results and Jordan is largely responsible for the growth of our practice.” *RB – Attorneys at Law*