

Maximizing Your **Firm's Profits in Today's Market**

CASE STUDY: SEO LEADS AND CASES INTAKE BY MARKET SPEND



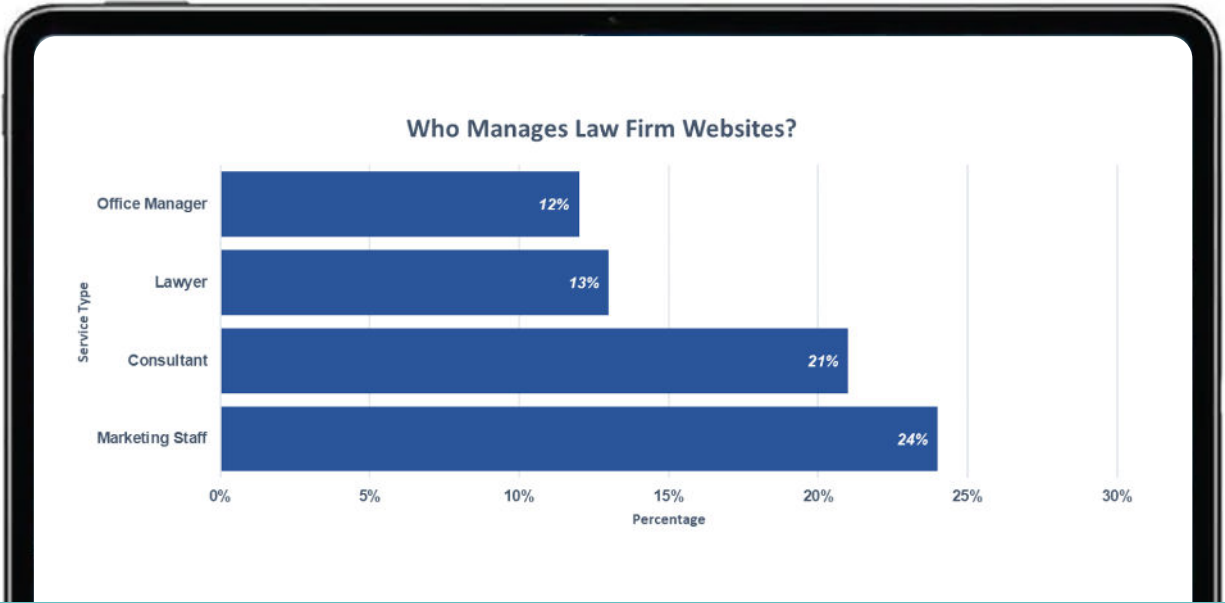


All firms investing in marketing with **Consultwebs** have seen an increase in their ROI, return on investment. You'll see the proof in the following chapters, but it helps to first take a step back to understand **the current status of the legal market** before going further.

The last decade has seen a steady decline in using traditional media in favor of customizable and trackable driven efforts like digital marketing. Firms nowadays want to nurture prospects and eventually turn them into cases in the most seamless way possible. In today's market, this is possible through a website.

The **American Bar Association's Web Marketing TechReport 2021** found that firms think "a website can be a powerful way to communicate a law firm's message and information about its services to the community, potential clients, and referral sources." This explains why **more firms are investing in their own websites, from from 77% in 2018 to a high of 94% in 2021.**

ABA also states that firms manage their marketing through external services. With that in mind, who's taking care of these firms' websites? Here's an overview:



With these figures, it's clear that:

- + The majority of firms currently have a website.
- + Firms are starting to relinquish the burden of managing a website by themselves, instead seeking external managers, primarily in the form of a marketing staff.

The 2 main reasons why more firms are relying on external legal marketing:

- + **Expertise.** Legal marketing expertise is essential because websites need constant and personal care. Firms who want to get the most out of their website need the help of **legal SEO, search engine optimization.**
- + **ROI.** Legal marketing is an investment, not a cost. The firms that view marketing as such and opt to invest in it today know that they will surely get a return from such efforts tomorrow. Again, more proof can be found in the following chapters.

Before delving into the data findings, one critical question should be addressed.



WHEN CAN FIRMS EXPECT RESULTS FROM THEIR **SEO investment?**

It's difficult to tell, and every firm will vary depending on many factors, e.g., market size and investment. However, in the early stages, new campaigns require extensive upfront work to assess the firm's current situation, determine goals and create a plan of action. You can expect this step to take several months.

Firms like yours can get the results desired through legal marketing. However, getting there requires patience and the trust that your investment will pay off in the end. The firms that adopt this mentality with marketing will bear the fruits of their investment.

OVERVIEW



Why firms are choosing Consultwebs:

Since 1999, **Consultwebs** has successfully provided law firms the tools and strategies needed to dominate search rankings, rack up top-quality leads, and, most importantly, get bottom-line results.

The purpose behind this case study:

Law firms are under increasing pressure to serve the needs of their business, reduce costs and maximize profits. This has been and is possible through top-notch legal marketing services.

Besides having quality marketing, an essential part of the marketing process is evaluating its performance and impact, and how it profits your firm. By doing so, you can quantify how much your marketing efforts are improving your books. This case study aims to show what this looks like.



The 2 types of case studies:

- + The average leads and case intake for all law firms.
- + The SEO leads and case intake by market spend.*

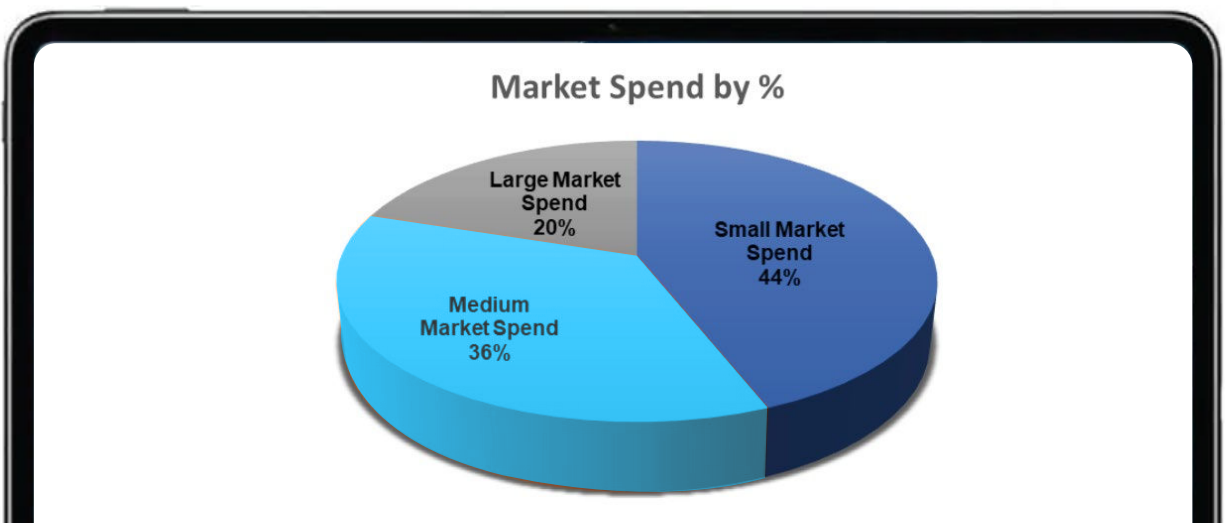
*Market spend refers to the investment a firm makes into their marketing (specifically SEO spend). Small spend is less than \$5,000 per month or less, medium is \$5,000 - \$10,000 and large is \$10,000+.

Time frame:

Although every SEO strategy is tailored to fit the firm's needs, it's critical to keep in mind that SEO is focused on long-term results. Therefore, the typical timeframe is 12+ months for firms to start seeing significant results from their investment. In this case, the timeline is from month 1 to month 13.

Total number of participant firms:

A total of 137 firms participated. Here's a breakdown per market spend:



Please note: the 137 firms were separated based upon their initial investment. As time progresses and firms see the results they need, their investment may increase.



Metrics to keep in mind:

- + **Lead:** an individual that expressed interest in your firm's services.
 - + **Cost per Lead:** Measures the cost-effectiveness of your firm's campaigns when generating new leads.
 - The ultimate goal is to minimize the cost per lead.
 - + **Average Leads:** An aggregate of the leads generated over time.
 - The ultimate goal is to increase the average leads.
 - + **Cost per Case:** The average cost of signing a single case.
 - The ultimate goal is to minimize the average cost per case.
 - + **Total Cases:** The total cases over a period of time.
 - The ultimate goal is to increase the total cases.
 - + **ROI (return on investment):** The attributing profit and revenue growth from marketing efforts.
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Case Study 1:

THE AVERAGE LEADS AND CASE INTAKE FOR ALL LAW FIRMS

An essential part of marketing is evaluating its performance and impact, and how it profits your firm. Such evaluation helps to quantify how much your marketing efforts are improving your books.

This first part of the case study shows the average leads and case intake for all firms and includes all firms by market size.

Consultwebs Clients Average Cost and Number of Cases

All firms see a steady decline in their cost per lead acquisition while increasing their total lead intake in 13 months. Take a look:



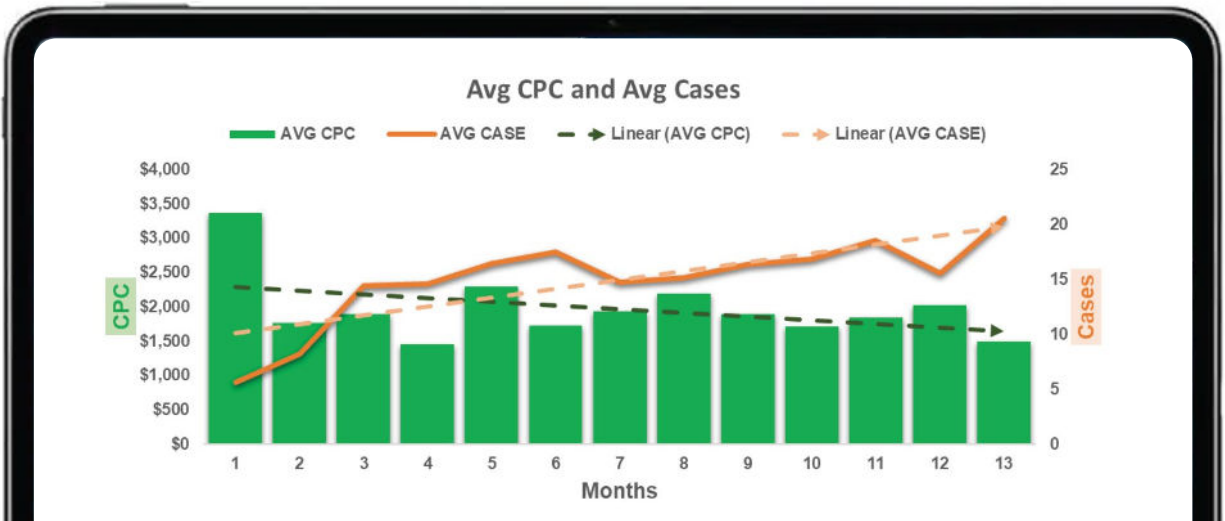
Although the graph above offers an overview, more specific percentages are as follows:



And that's not all! As a whole, firms investing in legal marketing with Consultwebs see:

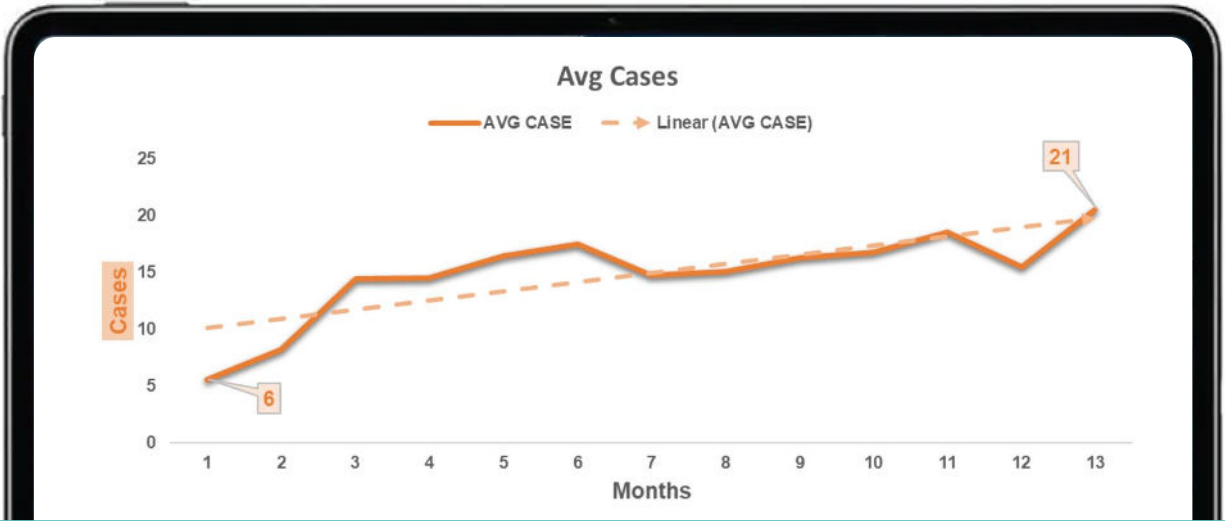
- + A decrease of 56% in the cost per case.
- + An increase of 266% in the total number of signed cases.

The graph below is helpful in visualizing these findings:





As stated above, all firms investing with Consultwebs have seen an **increase of 266% for the total number of cases**. On average, each firm sees their total cases increase over 3X after 13 months of consistent campaigning, for some there's an even higher conversion rate! Take a look:





Case Study 2:

THE SEO LEADS AND CASES INTAKE BY MARKET SPEND

This second half of the case study divides firms based on their market spend. This refers to the initial monetary investment in SEO efforts. This is the benchmark for this case:

Market Spend Criteria

- + Small SEO Spend (< \$5,000)
 - + Medium SEO Spend (\$5,000 - \$10,000)
 - + Large SEO Spend (>\$10,000)
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All firms investing in SEO with Consultwebs have seen their cost per lead decrease by over 60%. In addition, all have seen their case intake grow by +30% during the 13 months of the campaign.

In addition, **the average market spend ROI for all firms, regardless of their market spend, is 8:1.**

Small Market Spend Versus The Leads & Cases Intake

Firms under the category of the small market spend of < \$5,000 decreased their cost per lead by 45% in 13 months. Furthermore, the number of leads increased by 28%.

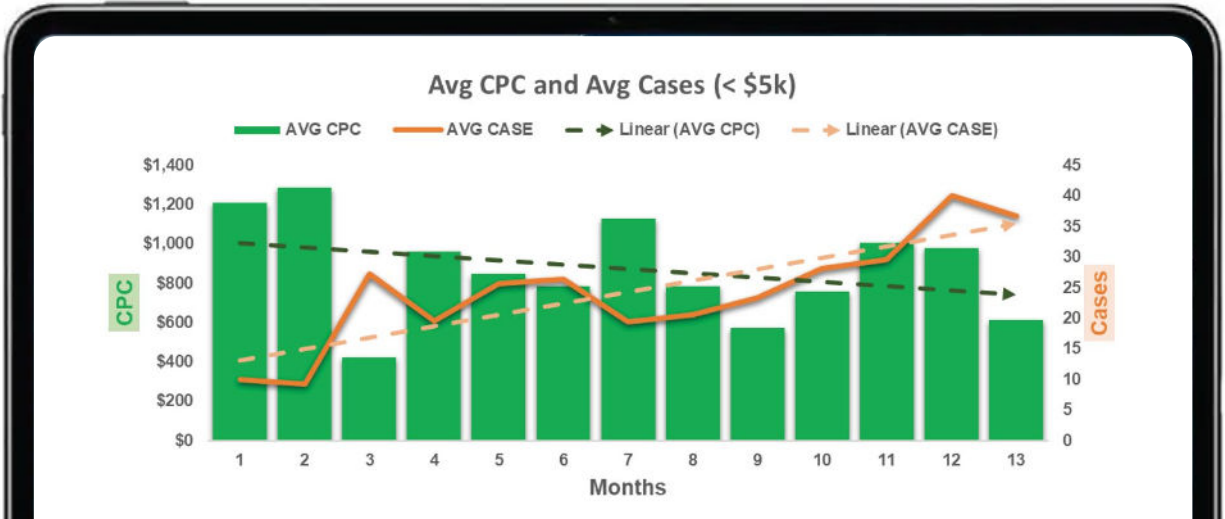


Plotting the data, it looks like this:



A solid lead generation, such as the one previously shown, strongly signifies that marketing is working.

In this case, the firms with an investment of < \$5,000 see their cost per case decrease by 49% in the first 13 months of the campaign. On average, firms with this type of spend see an increase in the total number of cases by 266%. The numbers speak for themselves:



The growth is clear when zooming in on the total cases acquired after 13 months of the campaign. Overall, the total number of cases escalates by an outstanding 266%.





Medium Market Spend Versus The Leads & Cases Intake

Firms with a market spend amount between \$5,000 - \$10,000 also see a drop in their cost per lead. More specifically, it drops by 80% in 13 months. Furthermore, the number of leads grows a solid 179%.



When comparing the two variables, it's evident that costs decrease as leads increase. Check it out:





A robust system in place helps law firms capture and nurture the 'low-hanging fruit' that some leads turn out to be. In this case, firms are not only seeing their cost per case decrease by 38%, but they also see an incredible climb up to 300% in the total number of cases acquired:



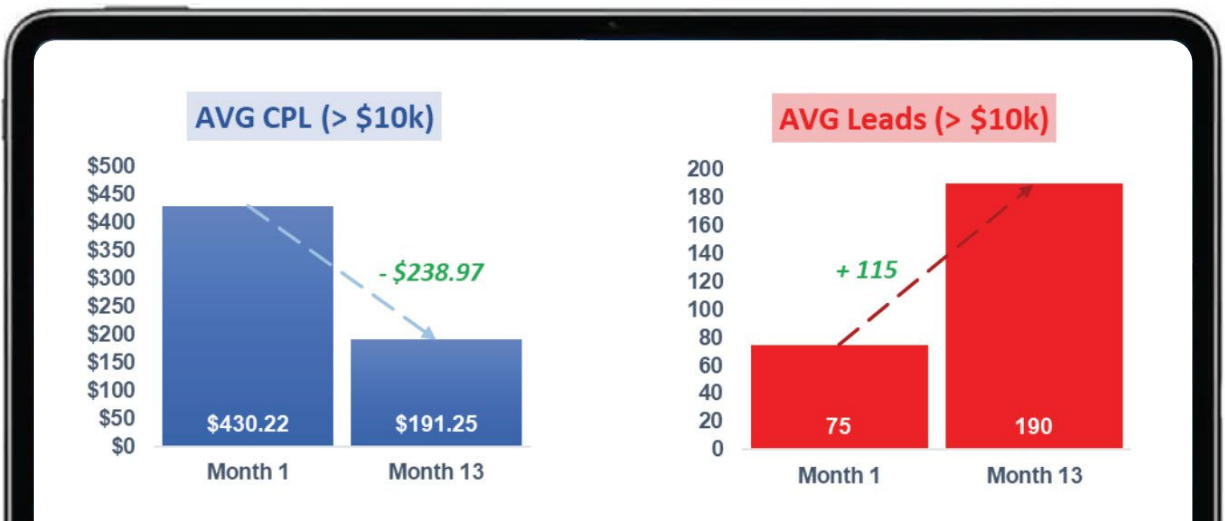
When focusing specifically on the bottom-line results, the total cases acquired, the 300% growth is apparent:





Large Market Spend Versus The Leads & Cases Intake

The firms investing > \$10,000 see an incredible drop by more than half (56%) in their cost per lead. Additionally, the number of leads skyrockets by 154%.



The graph below shows the relationship between cost per lead versus the number of leads obtained in the 13 months:



Leads are vital to meeting sales goals. That is primarily because the end goal for many firms is not only quantity but also quality cases.



To acquire quality cases requires filtering out the users expressing the least versus the most interest in legal services. The firms with an investment of > \$10,000 see their cost per case decrease by 67% in the first 13 months of the campaign.



In addition, firms in the large market see an increase in the total number of cases by 125%.



Please note: When counting all firms, only $\approx 20\%$ fall into the large market spend category, and small sample sizes such as this one usually leads to higher variability in the results. However, as increasing numbers of firms realize the incredible benefits of marketing and thus expand their investment, the smarter and more accurate the dataset will be.



Takeaway:

All Firms Investing in Marketing with Consultwebs See an Increase in their ROI

Whether a firm's market spend is small, medium, or large, **it's a fact that all firms investing in marketing with Consultwebs have seen an increase in their ROI.**

All firms have seen:

- + **The cost per case decrease by 56%**
- + **The total number of cases increase by 266%**

More specifically, all firms, regardless of whether they were in the small, medium, or large market, increase their case intake:

- + **Small market size - 233% case intake increase**
- + **Medium market size - 200% case intake increase**
- + **Large market size - 316% case intake increase**

Armed with this information, many firms are turning to Consultwebs to aggressively scale without the headaches of having to acquire cases alone.



Although all marketing comes with some level of risk, it is risk that can be reduced by partnering with legal marketing experts.



**Find out how partnering with Consultwebs
can benefit your firm**

