



# PAY-PER-CLICK CAMPAIGN DRASTICALLY REDUCES LAW FIRM'S COST-PER-CASE

Average case from PPC costs less than 25% of those from TV

## **THE PROBLEM:**

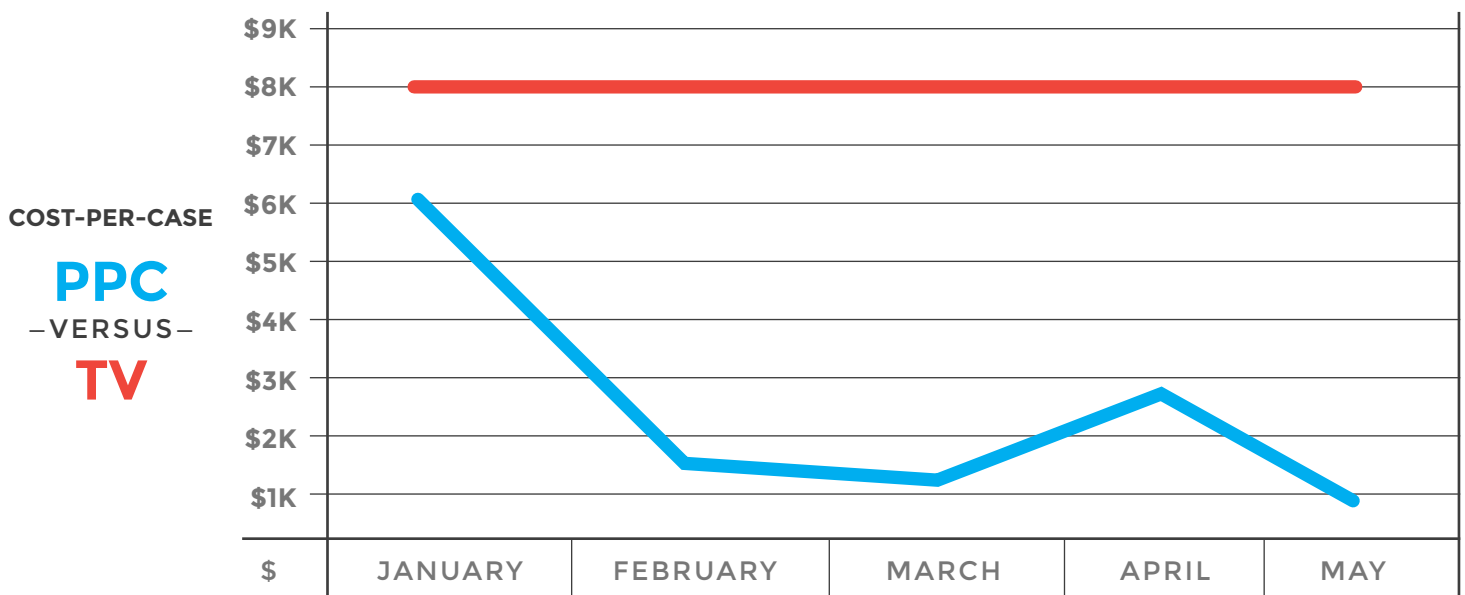
The management team at a law firm was spending heavily on TV advertising. The firm reported that it cost them an estimated \$8,000 in marketing for each case they received from TV. With more of their competitors investing online, the firm's management was aware that the law firm was lacking an important aspect of their marketing mix.

## **THE SOLUTION:**

The firm reduced its TV budget and invested in paid (PPC) and organic (SEO) online campaigns with Consultwebs to increase its visibility online and efficiently grow its caseload.

## **THE RESULTS**

By moving resources away from TV advertising and investing in online marketing, the firm was able to see drastic results. Consultwebs' management of the PPC campaign brought the firm's cost-per-case to under \$1,000 by May, after launching the campaign, and making initial adjustments in January. The average cost-per-case for PPC from January through May was \$1,721.54 – less than a quarter of the cost-per-case from TV!



## **A STARTLING COMPARISON:**

If the firm had signed 50 cases from TV advertising at an average of \$8,000 cost-per-case, it would have cost an estimated \$400,000. If the same \$400,000 had been invested in PPC, and the average cost-per-case of \$1,721.54 remained consistent, the firm could have signed 232 cases! That's equivalent to a 364% increase in the firm's return on their TV investment!

