

SOCIAL MEDIA

CASE STUDY

 consultwebs

TEAM

Digital Advertising

CONTRIBUTOR

Ken Harris - Director of Digital Advertising

CONTRIBUTOR BIO



As Director of Digital Advertising for Consultwebs, Kenneth Harris oversees Digital Advertising strategies and works to optimize ROI for our clients via paid platforms and social media. His team is highly proficient in Google Ads, Bing Ads, Facebook, YouTube, Twitter, Spotify, Snapchat and more.

“Consultwebs approaches law firm web marketing as a team, both within our individual departments and as a whole,” Kenneth says. “This is vital because each member of the CW Team adds something unique to what we do. No puzzle would be complete without even the smallest piece.”

Kenneth lives in Pikeville, Kentucky, with his wife and three children. He has a B.A. in English, with an emphasis in creative and technical writing, from Eastern Kentucky University.

He is an avid fan of all art forms. He enjoys writing fiction, drawing, painting, listening to music and playing a variety of musical instruments. He has also published two novels: *The Perfect Tree* and *Any Flavor Jellybeans but Black*.



SUMMARY

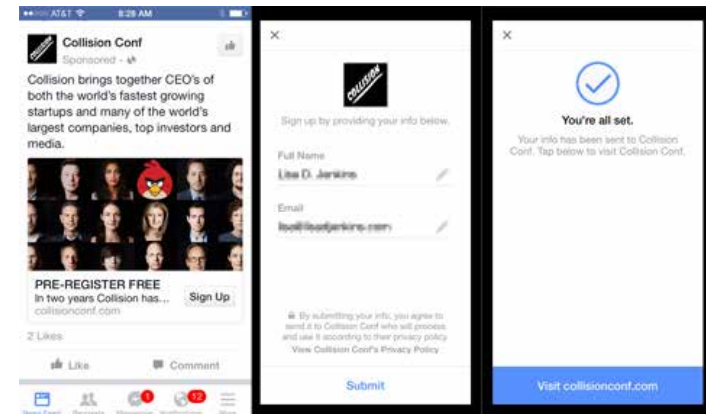
Divorce and Facebook. The two go hand-in-hand in ways you may not expect. Lawyers running practices that specialize in divorce know there is “season” to divorce. When it comes to delivering divorce leads from the web, year-round and at a reasonable cost, Facebook and family law marketing is a match made in heaven.

PROBLEM

Divorce leads aren't too hard to come by in Q1, particularly January. But what about the rest of the year? Our goal was to help our client gain more quality divorce leads throughout the year at the best price possible.

SOLUTIONS/STRATEGIES/TEAMS

We began testing a Facebook strategy in 2017. We began with typical traffic ads, engagement ads, branding efforts, the standard Facebook fare. The biggest hurdle was the nature of the practice area. Divorce is a sensitive topic, one that people are hesitant to publicize online for the friends and family on their Facebook friends list.



After running initial ads and gaining audience data and insights, we decided that a Facebook lead ad, featuring a form that automatically populates the user's name, email and phone number, as pulled from their Facebook profile, was the way to go.

This ad type reduces friction. It also operates under the assumption that most people seeking a divorce already know they need one, and thus forgoes the additional research-oriented information provided on a landing page, and instead allows the Facebook ad itself to present the merits of the law firm - thus changing the question from "do I need a lawyer?" to "which law firm should I choose?"

RESULTS



The campaign has been running for 20 months to date. It has, and continues to provide a steady flow of leads at a reasonable cost year round - with the expected boom in Q1.



The average cost per lead from this campaign is **\$46.30**, with the best month being in March 2019 at **\$22.78**.

CONCLUSION

It has been a privilege to work with this family law firm, and to see these results. Leads coming from FB have shown no signs of slowing, and in fact have only improved as the campaign matures. The future looks bright as the ads continue to roll, and our client continues to help those in need.

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