

3 Law Firms Transform their Acquisition Rates with Consultwebs:

A STUDY

TLDR:

Law firms of various practice areas (personal injury, criminal defense, and bankruptcy) are all seeing their case acquisition increase and their cost per case decrease with [Consutlwebs](#), a digital marketing agency for law firms.

- + **Firm 1**, a personal injury law firm, is seeing an increase of 47% in the average number of cases from 2019 to 2023.
- + **Firm 2**, a criminal defense law firm, is seeing an increase of 42% in the average number of cases between 2021 and 2022.
- + **Firm 3**, a bankruptcy and personal injury law firm, is seeing an increase of 31% more cases in 2022 compared to 2021.

Anticipating a consistent rise in demand in the forthcoming years, the legal services sector presents itself as a lucrative arena. See for yourself:

The Legal Industry is Looking Promising!

There is a compound annual growth rate **(CAGR) of 6.52% for the legal services market between 2021 and 2028.**



AS THE LEGAL SECTOR GROWS, HOW ARE THE TOP LAW FIRMS STAYING ON THE TOP? LET'S DIVE IN.

Today, digital visibility dictates success. But what's the secret sauce that has made leading law firms not only acquire more cases but do so while shrinking cost per case? The answer lies in a [revolutionary partnership with Consultwebs](#), a game-changer in the digital marketing landscape for law firms.

In today's fiercely competitive legal market, achieving a high case acquisition rate without inflating the cost-per-case can feel like walking a tightrope. Yet, there are those who not only dare to walk this line but do so with enviable grace and success. **We present to you a deep dive into the inspiring journey of 3 law firms that have rewritten the rules of digital marketing success in the legal industry.**

Please note: To protect the firm's identity in the case analysis, we'll refer to each of them as 'the firm' throughout the discussion.



The Case of Firm 1:

Multiplying Cases and Minimizing Costs with Consultwebs

The type of firm:

Personal Injury

The firm's digital investment:

Custom website design for law firms

SEO for law firms

Agile digital advertising

The firm's practice area:

Brain/ Spine Injury

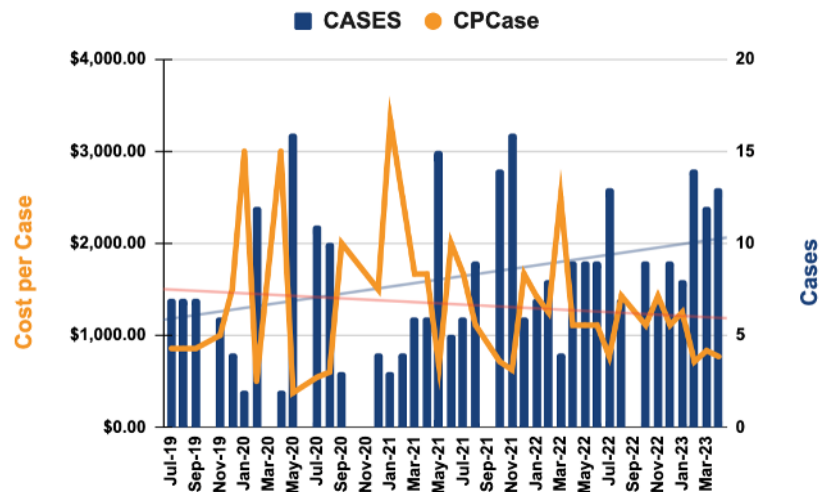
Car Accidents

Mass Torts / Product Liability

Truck Accidents

Wrongful deaths & more

The firm's results:



With a steady investment in a diverse number of digital assets, **the personal injury law firm is seeing an increase of 47% in the average number of cases and a steady 12% decrease in cost per case from 2019 to 2023.**

In total, the firm is acquiring, on average \approx 8 cases per month.

The Case of Firm 2:

Amplifying Case Acquisition with Consultwebs

The type of firm:

Criminal Defense

The firm's digital investment:

Custom website design for law firms

SEO for law firms

Agile digital advertising

Social media for law firms

The firm's practice area:

Domestic battery

Violent crimes & more

Weapons crimes

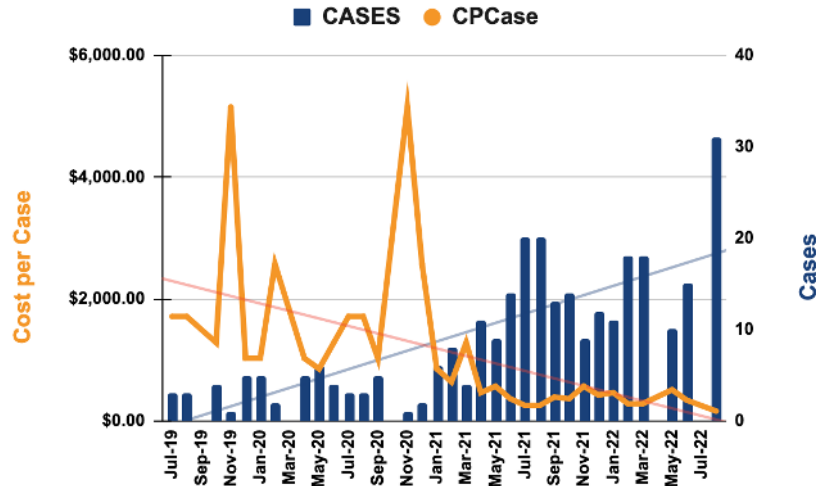
DUI in Las Vegas, NV

Drug crimes

Record Sealing

Sex crimes

The firm's results:



By consistently investing in a variety of digital assets while having them managed by legal digital marketing experts, the firm is seeing the results they've been looking for.

Through the seasonal ups and downs, the criminal defense law firm kept on investing, and by 2021, the firm saw a dramatic decrease of an incredible 31% between 2021 and 2022. During this same time period, the firm saw even better results - a 42% increase in average number of cases! In total, the firm is acquiring, on average ≈ 9 cases per month.

The Case of Firm 3:

Cracking the Cost-Performance Code with Consultwebs

The type of firm:

Bankruptcy
Personal Injury

The firm's digital investment:

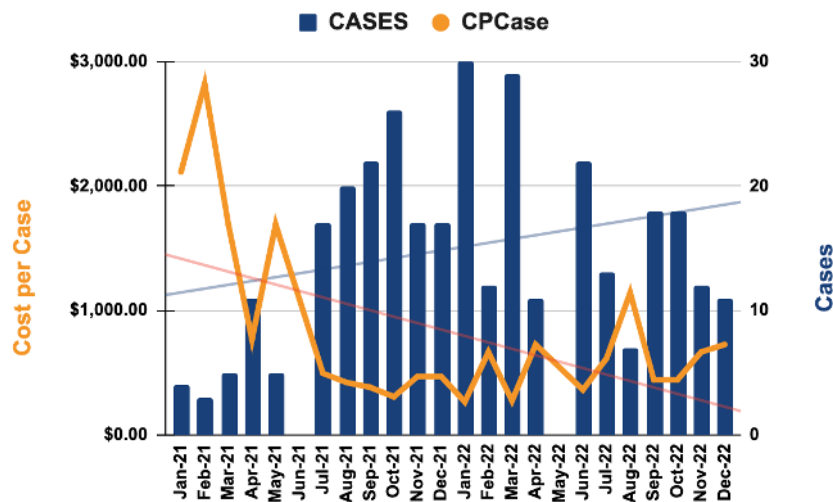
Custom website design for law firms
SEO for law firms
Agile digital advertising

The firm's practice area:

Bankruptcy Slip and fall
Medical debt Dog bites & more
Car accidents
Truck accidents
Foreclosure Defense
Motorcycle accidents

The firm's results:

Embracing an innovative approach, our final spotlighted firm - a specialist in bankruptcy and personal injury law - has consistently harnessed the power of multiple digital assets, catalyzing impressive growth and cost efficiency. Let's take a look.



The personal injury and bankruptcy law firm is seeing an increase of 31% more cases in 2022 compared to 2021. By 2022, the firm also managed to reduce its average cost per case by almost half (46%)! And the best part? In total, the firm is acquiring, on average ≈ 15 cases per month.



Takeaway: What Do All These Firms Have In Common?

All these money-making law firms have 3 things in common:

- + They are acquiring more cases while reducing their costs
- + They are actively investing in different digital assets from SEO to paid to socials, website redesigns, etc.
- + They are transforming their law firm's trajectory with Consultwebs

These compelling results aren't exclusive to these law firms. Your law firm, too, can share in this success story. If you've been looking to take those steps toward total (positive) transformation, you've come to the right place!

Experience firsthand how Consultwebs can redefine your case acquisition rates and cost efficiencies -

Book Your 1-1 With Our Senior Marketing Advisor

