



A S T U D Y :

How Video Boosted Website Traffic and

**Propelled a Law
Firm to the Top**



ARE YOU DOUBTING THE **ROI behind the video?**

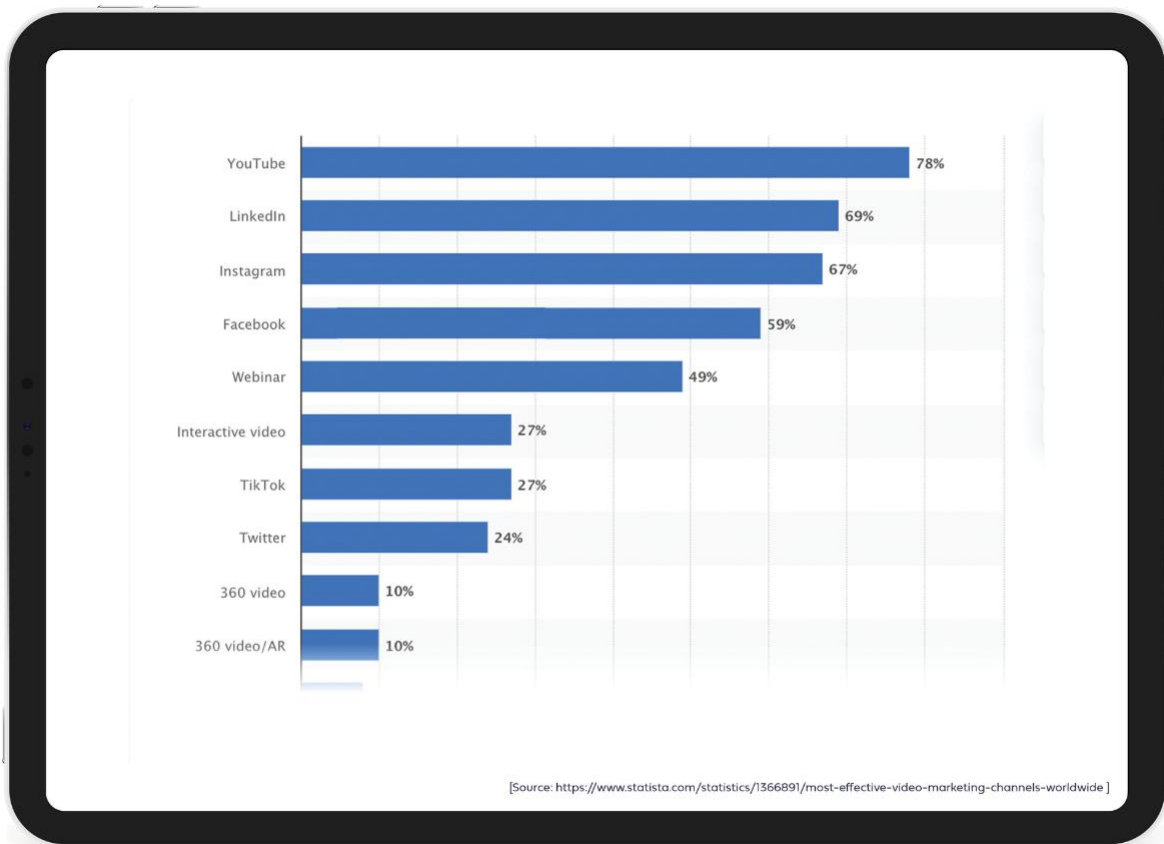
Time to re-think!

Discover how law firms are revolutionizing the legal industry by amplifying their website traffic with video content.

- The firm is investing in a wide range of digital assets but once they started investing in videos, the ROI is even more obvious:
 - With videos the firm reduced the cost per lead (CPL) by more than half (52%)
 - With videos the firm is increasing leads by 982%!

Does [video marketing for law firms](#) work? Absolutely. Before diving into the proof behind a law firm's success, let's take a quick look at why video works, both from a business and scientific standpoint.

Business-wise, video works because of its powerful reach - [videos have an audience reach of 92% of internet users worldwide](#)! And where, you may ask? Some of the most effective video marketing channels include: YouTube, LinkedIn, Instagram, Facebook and webinars. Take a look:



Science-wise, videos work because they are visual and according to research [our vision plays a vital role in influencing our behavior](#)

Why Do Videos Work?

(Scientifically)



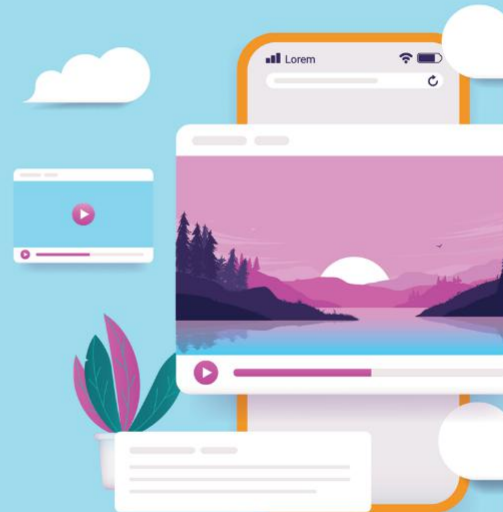
Videos are incredibly attractive

**because they
are visuals!**

Our body has 11 million sensory receptors!

Guess how many of those are visual receptors?

10 million sensory receptors are
dedicated to sight!



Source: <https://michellehickey.design/a-book-review-of-atomic-habits-by-james-clear/>

In today's fast-paced digital world, video assets are the jet fuel that propels a law firm's growth to new heights.

They are powerful assets that can help your firm build a stronger emotional connection and associations.

Let's take a look at the case of a firm that's reaching new heights with this powerful asset.



The Firm

To protect the firm's name, we'll refer to them as 'the firm' throughout the case study.

Location

Atlanta, Georgia

Practice areas includes but isn't limited to:

- Personal injury
- Motorcycle accidents
- Brain injury
- Car accidents
- Truck accidents
- Neck Injury



The Firm's Secret Weapon of Success

The firm started investing in a diverse number of digital assets with [the help of Consultwebs](#). This includes:

- [Web Design](#) to ensure their branding was on point and ultimately have this as their 24/7 salesperson with an aesthetically pleasing, quick to load and responsive website.
- [Law Firm SEO](#) to boost organic rankings and traffic while targeting locations like Atlanta, Lawrenceville, Jonesboro, and Roswell in Georgia for cases like motorcycle vehicle accidents.
- [Law Firm Google Local Service Ads \(LSAs\)](#) which is an ad format where law firms are pre-verified with Google and thus, appear on top of the search bar.
- [Agile Digital Advertising](#) where the firm is leveraging Youtube ad campaigns to target the aforementioned locations in Georgia.



The Results Speak Volumes! (Literally)

With their cutting-edge digital assets and unwavering investment in the latest technologies, the firm is seeing unparalleled success in today's highly competitive digital landscape.

Let's take a look at the results, specifically the results propelled from their video investment.

To better showcase the comparison and contrast, please keep in mind the following dates:

- * Campaign before = before investing in video
- * Campaign after = after starting to invest in video

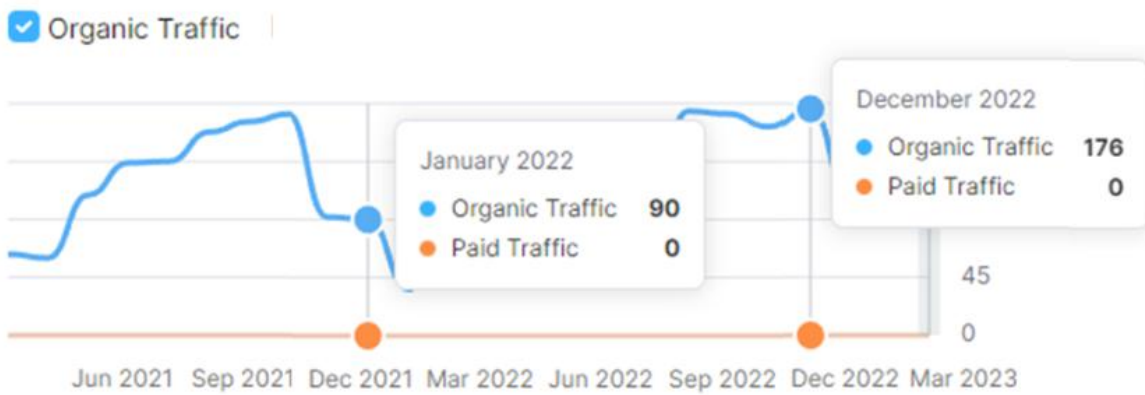
Dates Considered:

	Start Date	End Date
Campaign Before	January 2022	April 2022
Campaign After	May 2022	December 2022

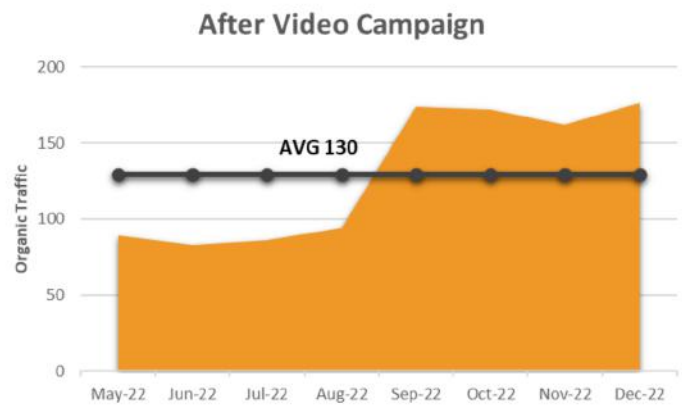
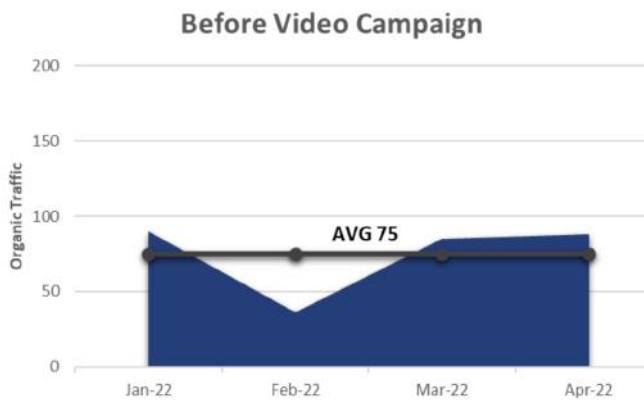


The firm's organic traffic has 2X since adding videos

Organic Traffic 91/month



The firm's average monthly traffic is up by 73%.





SKYROCKETING IMPRESSIONS AND **Claiming the Most Clicks**

Impressions refer to the number of times an ad or piece of content is viewed by potential customers, and it is important because it helps businesses track the reach and visibility of their marketing efforts.

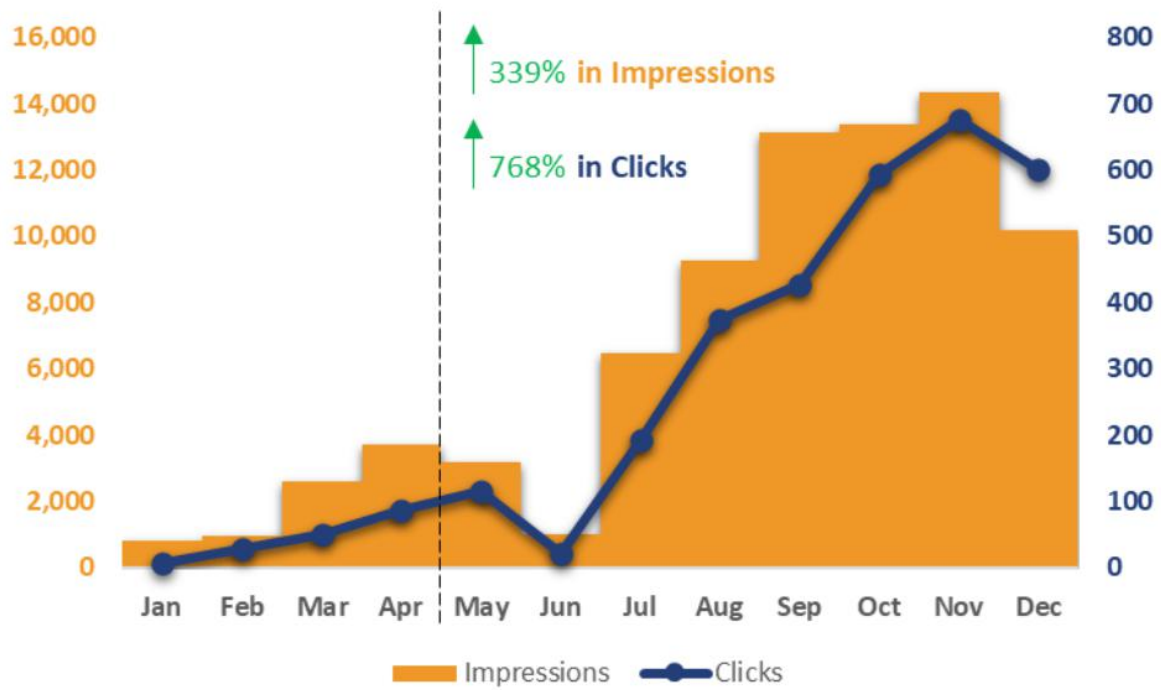
On the other hand, clicks refer to the number of times a user clicks on an ad or link, and this concept is important because it measures the effectiveness of a call-to-action and indicates user engagement with the content. More clicks = more engagement.

Between May 2022, when they launched videos, and during the few months using video marketing, the firm managed to:

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- Increase impressions by 339%
 - Increase clicks by 768%
-



The firm's organic traffic has 2X since adding videos





BOOMING CONVERSIONS = **More Prospects**

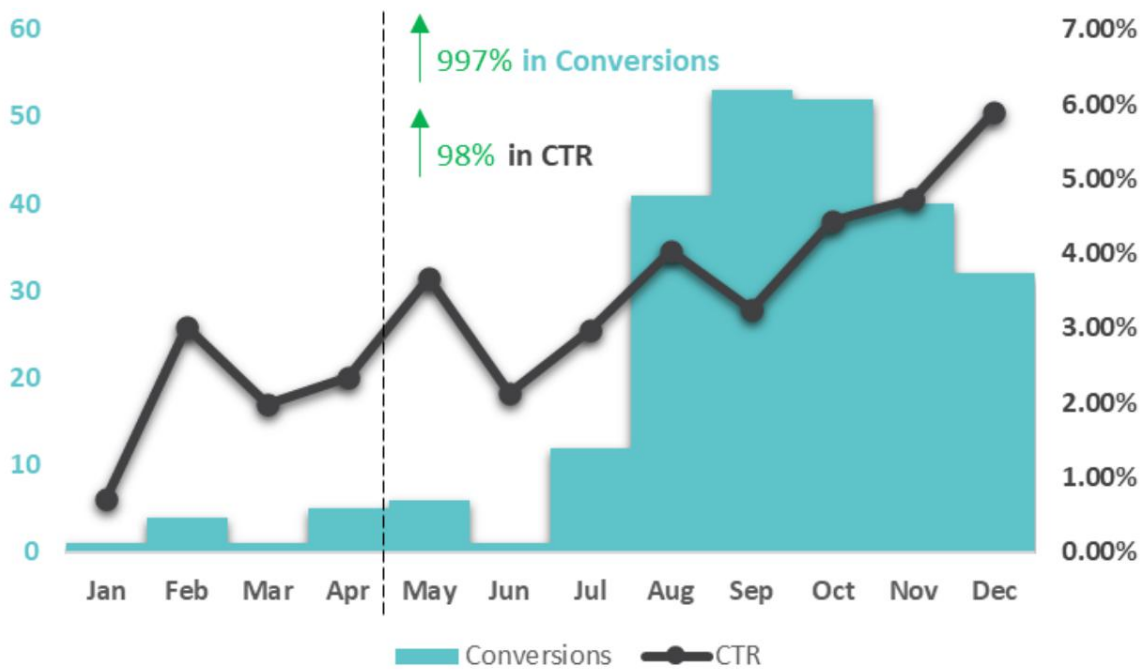
Conversions refer to the desired actions that users take e.g. click a CTA and book a call or fill a form. The more conversions, the better.

That means there's a higher chance of converting prospects to cases!

CTR (click-through-rate) refers to the percentage of users who clicked on an ad or link. This indicates that the traffic is quality traffic and ultimately, that the campaigns are effective.

Since launching video campaigns, the firm is seeing:

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- **A monthly conversion rate up by 997%**
 - **A monthly CTR up by 98%**
-



And ultimately, how does this all translate to business AKA calls and cases?

Let's see.



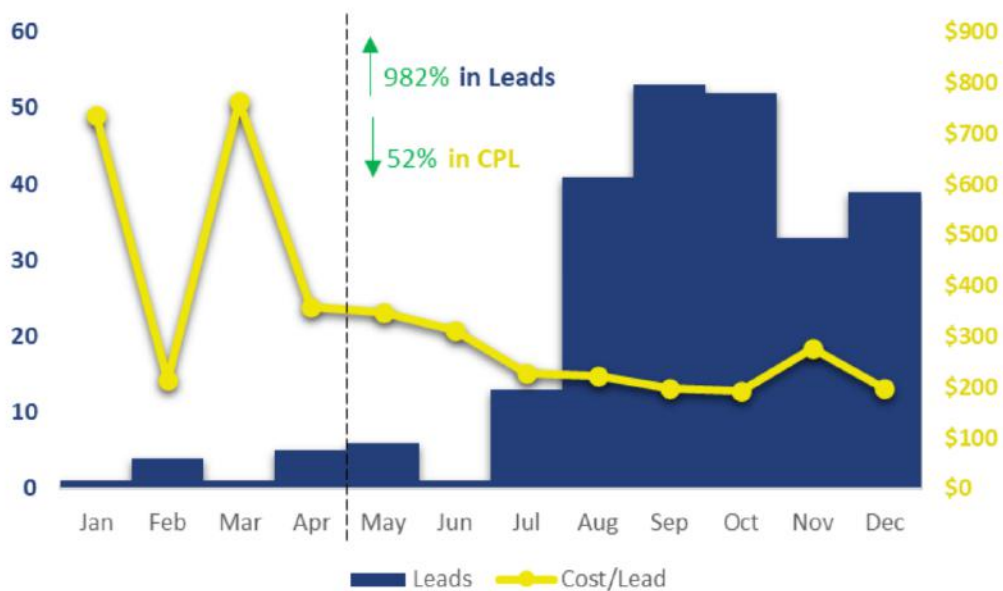
ALL COMBINED EFFORTS

Leading to More Quality Cases

By combining their efforts to increase website traffic, boost click-through rates, and optimize conversions, the firm is seeing the results they've been looking for and more.

While the firm was getting a solid number of cases, once they added video assets in May the jump is even more obvious. The firm:

- Reduced the cost per lead (CPL) by more than half (52%)
- Increased leads by 982%!



TAKEAWAY:

Diversification is Key

In today's ever-changing digital landscape, the smartest law firms are diversifying their digital assets and they aren't doing it alone.

For starters, if you'd like a helping hand with video we've got you. [Dive in here and uncover the 5 video formats your law firm should be using.](#) And if you'd like a helping hand with your video assets, production, creation and overall...

Get results without the headaches

Let's have a chat

