



**A Comparative Case Study on
Law Firms That Level Up
Their Marketing Assets
Versus The Ones That Don't**



Whether it's business, marketing, management, etc., we often hear the concept of 'leveling up,' but what does that mean in marketing?

In short, the firms that are leveling up in marketing are the ones that are clearly dominating the digital landscape while their competitors are struggling behind them.

And why are law firms leveling up?

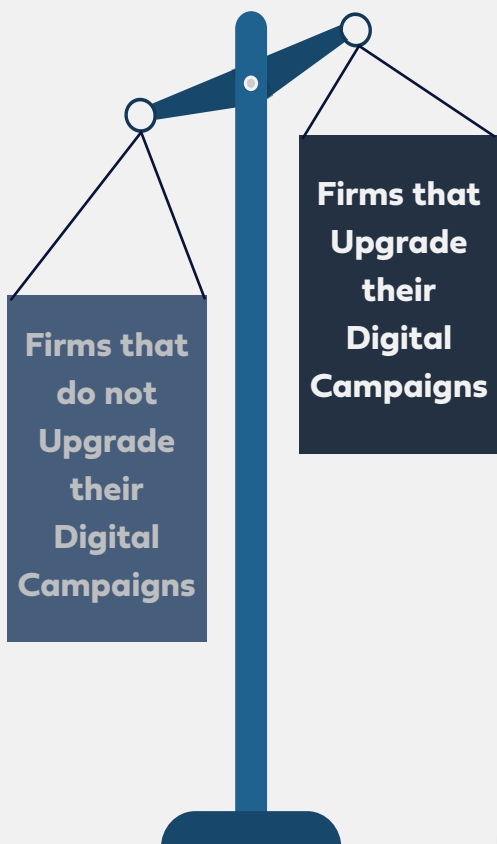
There are many reasons why law firms are boosting their marketing investments, including the following:



Reaching full potential is possible.

Now that we've gone over why law firms are innovating through different digital assets, **let's take a look at the real hard facts - compare and contrast law firms that leap forward through investments versus the ones that lag behind.**

Analyzing 200+ Firms That...



Consultwebs, a leading digital marketing agency for law firms, decided to compare and contrast 200+ law firms that:

- A.** Remain stagnant with their digital investments
- B.** Actively upgraded their digital investments

Before diving in, let's clear out what is meant by digital investments and upgrades.

Law firms that:

A. Remain stagnant with their digital investments: The law firm invests in 1 type of digital marketing campaign, e.g., a **legal web design**. But ultimately, they decided to remain with the same type of investment in hopes of achieving greater results.

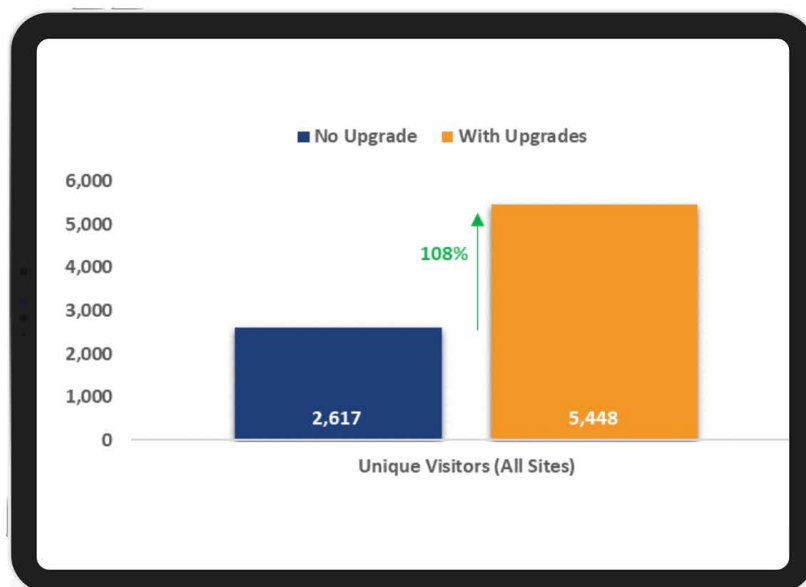
B. Actively upgraded their digital investments: The law firm invests in more than 1 type of digital marketing campaign.

They may have begun with 1 type of investment, e.g., **SEO for law firms**, but later invested in other complementary digital assets to achieve greater results.

The Results of Firms Upgrading Their Digital Campaigns Versus Firms That Remain Static

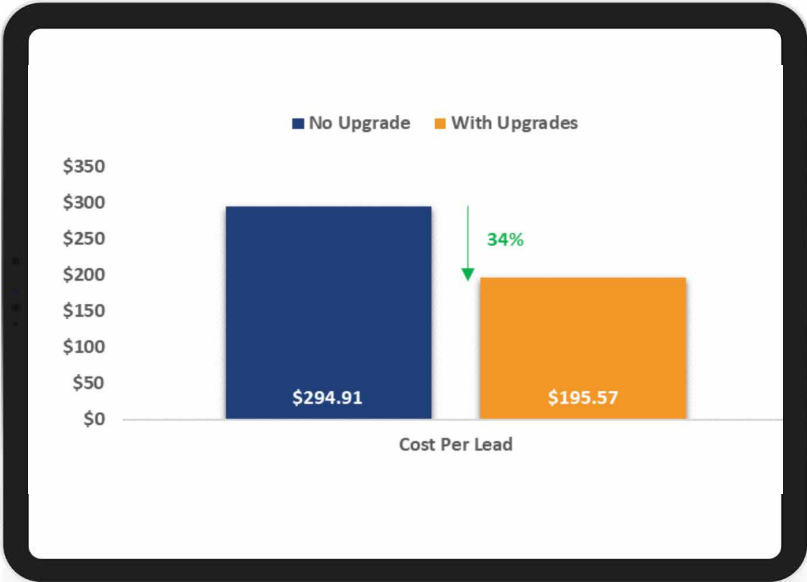
The Unique Visitors for Firms Upgrading Their Digital Campaigns is Higher

While unique visitors may go unnoticed, this is a critical indicator of a law firm's reach and growth. In this case, firms upgrading with 1+ digital campaigns see over 2X the number of site visitors.



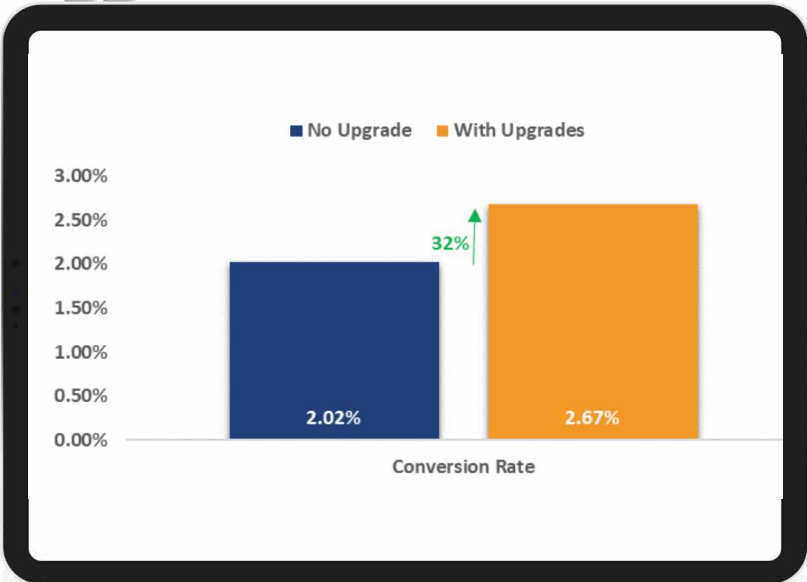
The Cost Per Lead for Firms With Fewer Digital Campaigns is Higher

Ironically, the price law firms pay for not taking the risk of upgrading is higher. As you can see, based on the study of over 200+ law firms, the ones that remain stagnant with their campaigns end up paying a higher cost per lead than those firms who chose to upgrade.



The Firms With a Greater Number of Digital Campaigns Have Increased Conversions

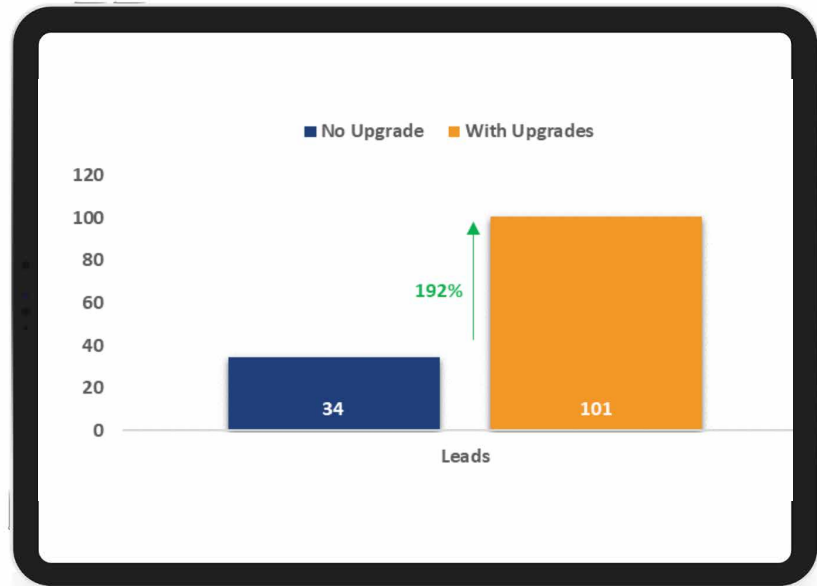
The firms leaping towards digital marketing campaign upgrades eventually reap the rewards. The firms with 1+ upgrade over time see their conversion rate increase by ≈32%.



The Firms With a Greater Number of Digital Campaigns Have More Leads

How do conversion rates translate to lead acquisition?

Let's take a look at that.



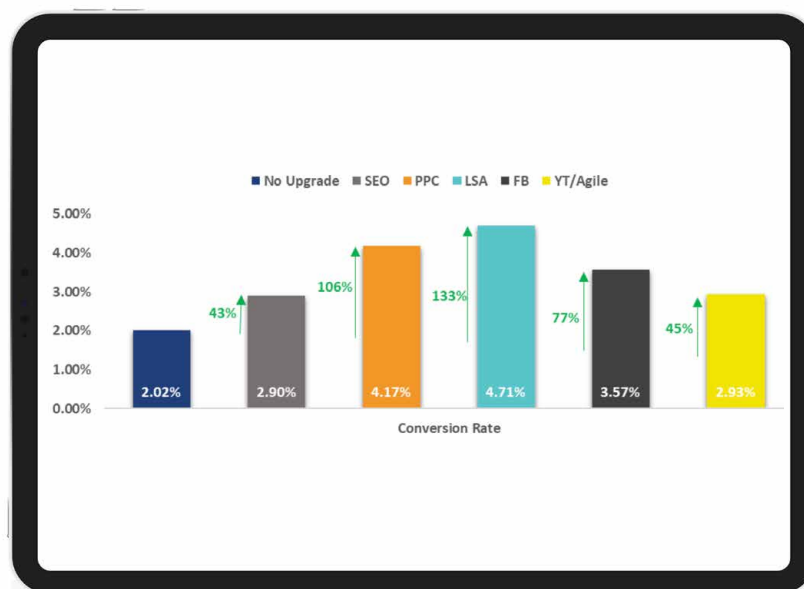
By far, the firms with upgrades take the lead on the most leads. Eventually, the firms diversifying their digital campaigns **Increase their Number of Leads by 192%**, which is over 3X compared to those that remain with the same strategies.

The Results of Firms Upgrading to 1 Digital Campaign

The Conversion Rate for Firms With 1 Digital Campaign Increase

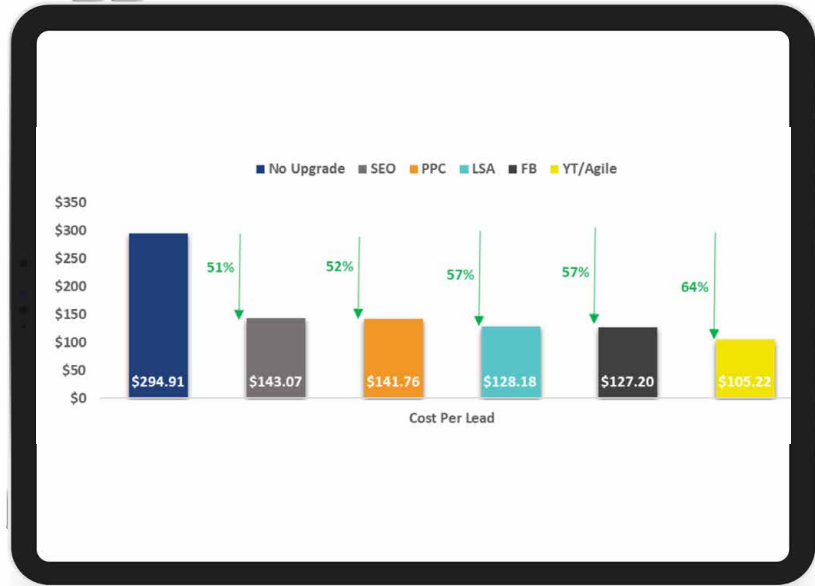
While it's clear to see that firms with 0 upgrades get left behind, the firms starting off with at least 1 upgrade see incredible results.

For example, by [upgrading to PPC services](#) or increasing [reach through Local Services Ads](#), firms see over 100% increase in their conversion rates.



The Cost Per Lead for Firms With 1 Digital Campaign Decreases

All law firms investing in at least 1 campaign upgrade eventually see their costs decrease by ≈50% - whether that be [SEO for law firms](#), [social media](#), or others. The only type of firm that does not see any kind of decrease in their costs is the one remaining stagnant with one investment only.



The Leads Acquisition for Firms with 1 Digital Campaign Increases

Ultimately, here's what matters the most for businesses investing in marketing – leads. Leads indicate interest and an opportunity for law firms to turn them into cases. As incredible as it may sound, all law firms are raising the bar when they decide to update their digital assets to at least 1 more.

For example, the average of over 200+ law firms [upgrading to an SEO service](#) sees over 333% increase in lead acquisition.

Moreover, these law firms [upgrading to Agile Digital Advertising services with Consultwebs](#) see a 355% boost in leads. Of course, it doesn't stop there. Take a look at the complete analysis yourself:



The Results of Firms Upgrading to 2+ Digital Campaigns

The Conversion Rate for Firms With 2+ Digital Campaigns Increases the Most

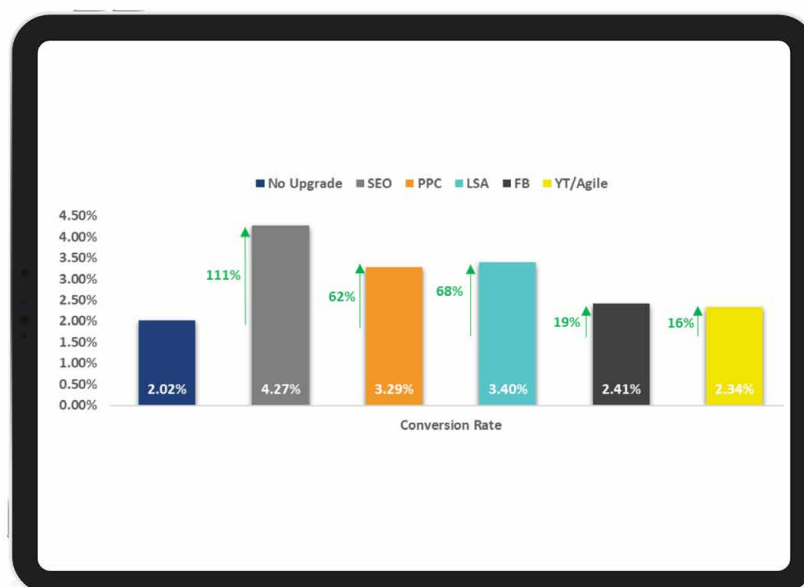
Law firms that are upgrading to 2+ digital campaigns, e.g. mixing SEO with PPC, see an even more incredible combined boost in conversion rates. Why? Simple, this allows law firms to capitalize on various stages of the client's journey.

Every digital asset in marketing has its unique reach and audience characteristics.

For example, SEO law firms can focus on long-term growth and rankings, and PPC law firms can focus on short-term sales activations.

And both?

When different campaigns work harmoniously, they secure your law firm's short and long-term sales activations.



The Cost Per Lead for Firms With 2+ Digital Campaign Decreases the Most

In any kind of marketing investment, your law firm will want to start seeing the cost per lead decrease from time to time.

And who is stretching their marketing dollars the most?

Law firms investing in more than 2+ campaign upgrades. While the firms that do not upgrade at all end up paying a higher cost per lead, the firms that decide to put money into their future with 2+ campaigns eventually see over 9X savings (186% decrease in costs) over the ones remaining in their comfort.



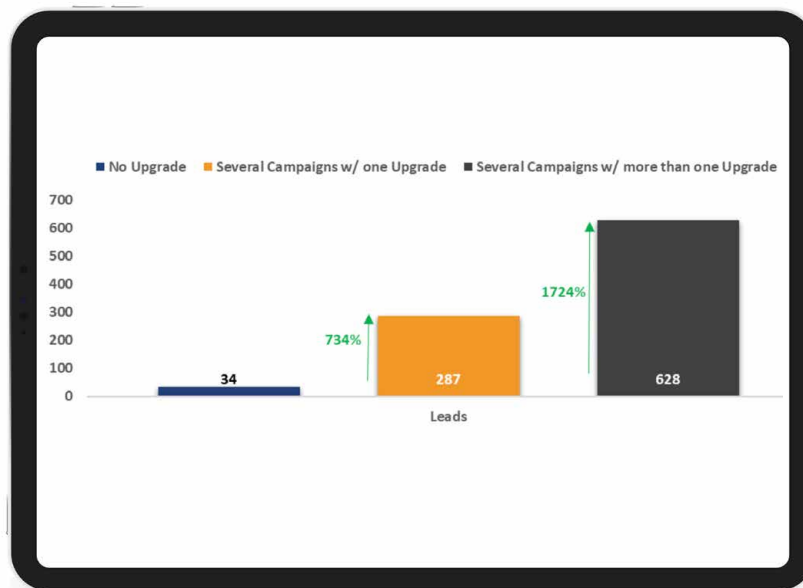
The Leads Acquisition for Firms with 2+ Digital Campaign Increases the Most

Last but not least, firms investing in 1+ digital marketing upgrade see an increase, which is nice, but the real game changer comes from those injecting capital into 2+ marketing campaigns.

These trailblazers in law and marketing are getting the most significant share of the pie, with an outstanding increase of 1,724% in case acquisitions! That is 3X the number of cases compared to those with 1 upgrade and over 18X compared to those not upgrading at all.

Let's repeat that:

The firms investing in more than two marketing campaign upgrades with Consultwebs see 3X the number of cases compared to those with 1 upgrade and over 18X compared to those not upgrading at all.



Lesson: Don't Put All Your Eggs in One Basket

The most innovative businesses learn from others' mistakes, and with this comparative case study, the lesson is clear: don't put all your eggs in one basket.

While it's true, risk comes with a prize - what price do you want to pay? We believe risks come with rewards.

If your firm is looking to leap forward, even when the future is unknown, it's best you're in the hands of the best of the best legal marketing agency.

Get Professional Advice.

**Consult with a Senior Legal
Marketing Strategist**

