

# Optimizing Cost & Intake

for 3 Crucial Legal Practices

---



Looking to grow your law firm's practice area but don't know if marketing is profitable enough?

## **We've got the answers!**

**Discover how leading law firms strategically optimize their cost per case and boost case intake, paving the way for unprecedented growth and success in the legal industry.**

Despite law firms having different practice areas, there's still one common denominator: **the best law firm marketing strategies are tailor-made**. These strategies ultimately help your law firm reach your audience and bring in more calls and cases.

If you're on the fence about whether marketing works for your practice area, read ahead as we provide compelling proof of success across diverse areas, including:

---

**+ Personal injury**

**+ Criminal Defense**

**+ Bankruptcy**

---

To protect the identity throughout the case study, we'll refer to the different firms as '*the [specific practice area] firm*' throughout the case study.

---



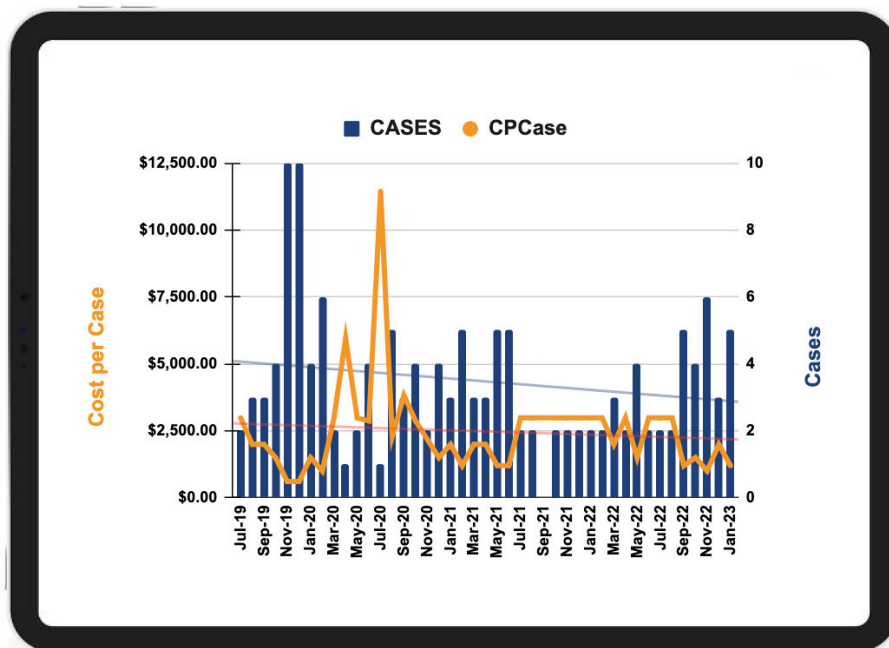
## Personal Injury

### Cost per Case & Case Intake

The personal injury practice area is one of the most competitive arenas in law. According to [research](#), this is both a challenge and an opportunity.

- + The primary challenge faced by this industry is high competition.
- + The primary opportunity is that the prevalence of vehicle accidents serves as a significant driving force for growth.

**Despite high competition and soaring prices, the personal injury law firm is acquiring, on average, 3 cases per month:**



Between 2019 and 2023, the firm saw a net increase of two cases per month. Meanwhile, they've managed to keep their cost per case constantly on the lower end of the spectrum.



# Criminal Defense

## Cost per Case & Case Intake

The [market size of criminal defense](#) increased by 2.6% in 2022, and criminal defense law firms with [Consultwebs](#) aren't missing out on this growth.

To give you an example, **a criminal defense law firm is acquiring, on average, 9 cases per month.**



Between 2019 and 2022, the firm saw a net increase of 28 cases per month. **Overall, the firm is seeing an incredible 42% increase in the average number of cases.**

And what about their costs? **The criminal defense firm is seeing a 31% decrease in average cost per case.**

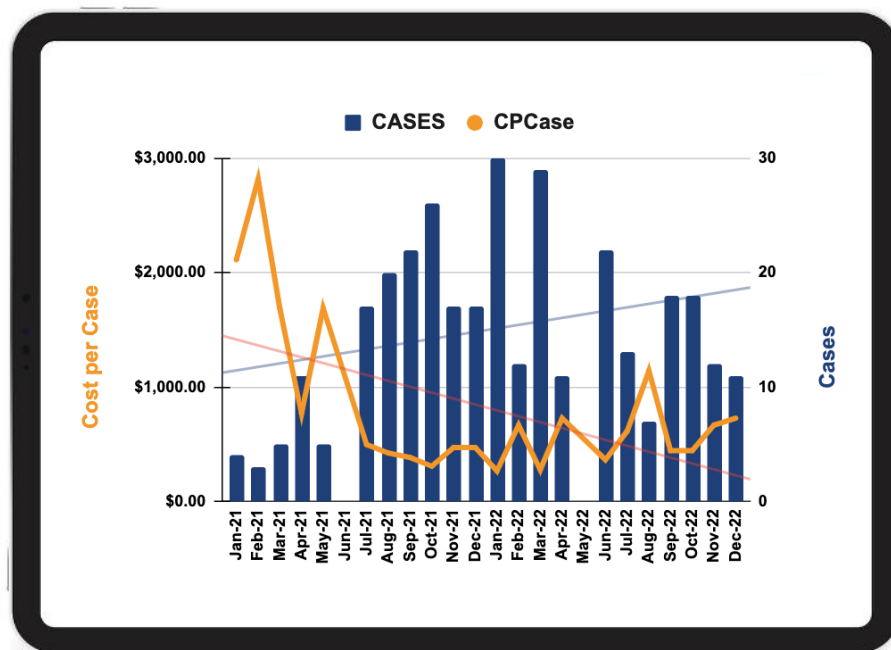


# Bankruptcy

## Cost per Case & Case Intake

Every bankruptcy case brings its own unique challenges and responsibilities. However, this isn't stopping this law firm from [leveraging law firm digital marketing](#) to grow its business.

**The bankruptcy law firm is, in fact, acquiring 15 cases per month.**



Between 2021 and 2022, they've managed to increase their net cases up to 7. And how does this translate into percentages? **Overall, the firm is seeing a 31% increase in cases.**

Besides increasing cases, the bankruptcy law firm is decreasing costs. **With consistent investment in digital assets, they've reduced the cost per case by almost half (46%)!**



## Takeaway

### Your Firm Shouldn't Miss Out

---

There is undeniable potential behind targeted and optimized digital marketing strategies for law firms across diverse practice areas, such as personal injury, criminal defense, and bankruptcy.

You shouldn't miss out on these kinds of opportunities. If you're looking for tailor-made, creative, and unique strategies to dominate your market, **we've got you.**

**Book a 1-1 with a Legal  
Senior Marketing Advisor**

