



# **Winning in the Courtroom and Online:**

A Personal Injury  
Law Firm's Strategy  
for Success

---

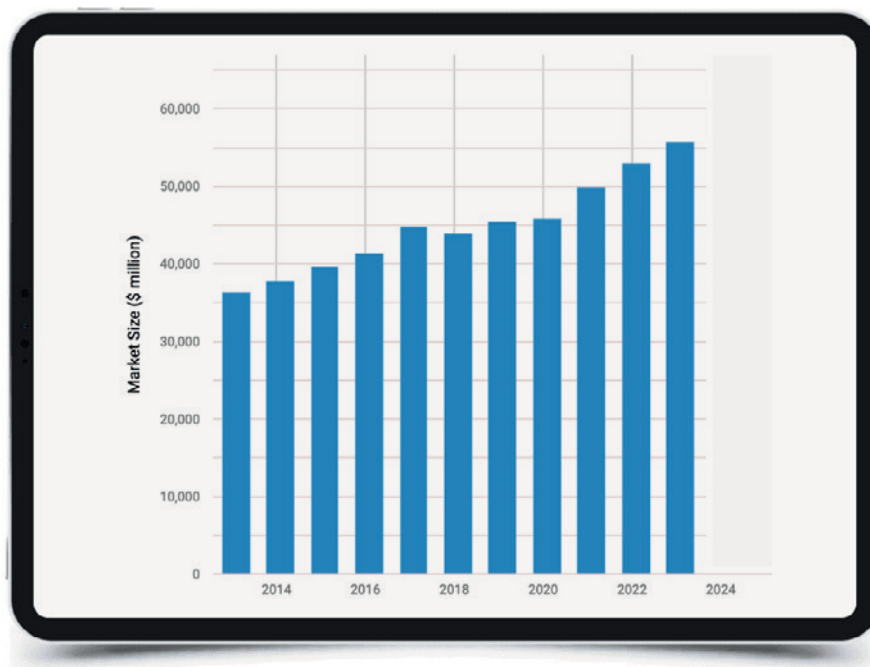


# Winning in the Courtroom and Online: A Personal Injury Law Firm's Strategy for Success

## TLDR:

- + The personal injury firm's organic traffic is up by **0.89% on a month to month basis**
- + The personal injury firm decreased their cost per lead by **0.37% on a month to month basis**
- + The personal injury firm increased their leads by **3.62% on a month to month basis**

Personal injury law firms are facing increasing competition and changing consumer behavior. Between 2018 and 2023, the annualized market size has grown by 4.8%. Take a look:



Legal assistance is a high-ticket purchase, and before making a decision, prospects are going through multiple touch points. It's important to understand that today's marketing attributes the entire ecosystem not just the last touchpoint.



So, how are firms securing their entire sales funnel?

More firms are diversifying their digital investment, from creating a strong online presence to targeting specific demographics through social media and search engine optimization. The right digital strategy can make all the difference for a personal injury law firm's growth and success.



Let's take a look at a case.



## The Personal Injury Firm

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

### Practice area(s):



Personal Injury



Social Security Disability



Car accidents



Motorcycle accidents



Premises Liability & More



**Location:** Tennessee

## Types of Digital Investment:

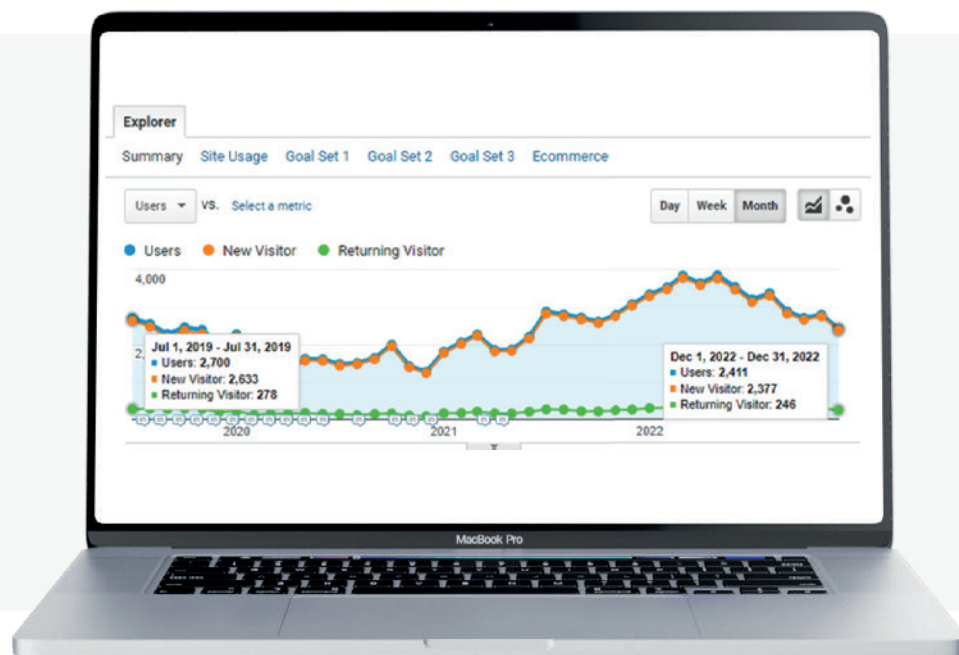
- + [SEO](#)
- + [Agile Digital Advertising](#)
- + [Social Media](#)

## The Firm's Strategy to Crush the Competition

The personal injury law firm is securing more leads, calls and cases. Let's break down the results.

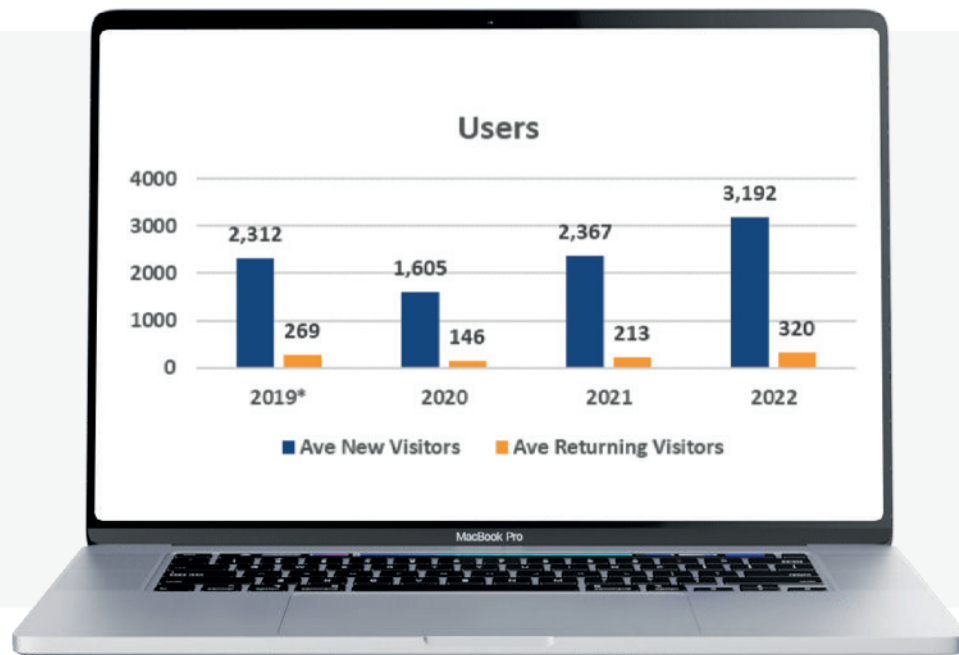
### Increasing Users to their Site

To begin with, the firm is seeing an increase in website traffic year after year. Take a look:





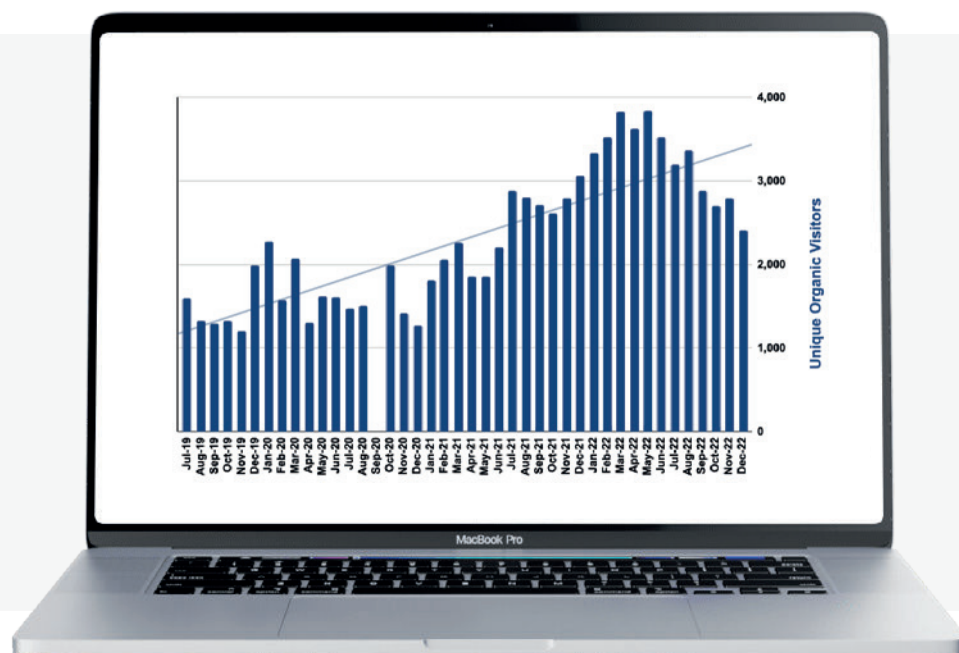
To be more specific, both new visitors and returning visitors have been consistently increasing year after year.



## Increasing Visitors Over Time

Organic traffic means traffic coming from unpaid sources. This is a solid indicator that the SEO and social media practices are working and securing the firm's long-term growth.

In this case, the firm is managing to increase its organic traffic by 0.89% on a month-to-month basis.





## Increasing Leads and Reducing Cost Per Lead

Since their investment with [Consultwebs](#), the firm has:

- + Decreased their cost per lead by **0.37% on month-to-month basis**
- + Increased their leads by **3.62% on a month-to-month basis**



## How Are You Dominating Your Local Market?

Personal injury firms may face fierce competition but that isn't stopping many from investing to move forward. With their diversified investment, our personal injury law firm client has experienced a significant increase in leads, case referrals, and settlements.

By adopting a data-driven approach to your online presence and campaigns, you can ultimately attract more clients and establish yourself as the most trusted and authoritative voice in the legal industry.



Want these results without the headaches?

We're here and ready to help.

