

Winning in the Courtroom and Online

A Personal Injury Law Firm's
Strategy for Success

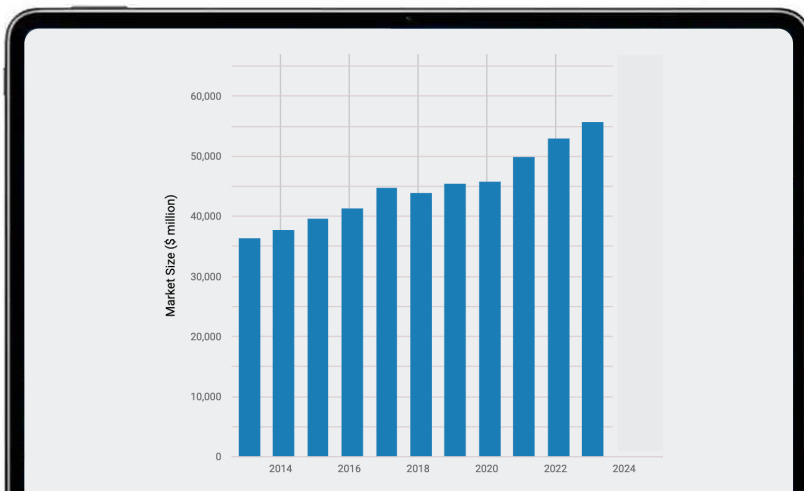


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TLDR

- + Between 2021 and 2022 the total number of visitors increased by more than 10k - that's a $\approx 35\%$ increase.
- + The personal injury firm decreased their cost per lead by $\approx 36\%$ between 2019 to 2022.
- + The personal injury firm increased their leads by over 56% on a year-to-year 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](#) + [Social Media](#)
- + [Agile Digital Advertising](#)

The Firm's Strategy to

Crush the Competition

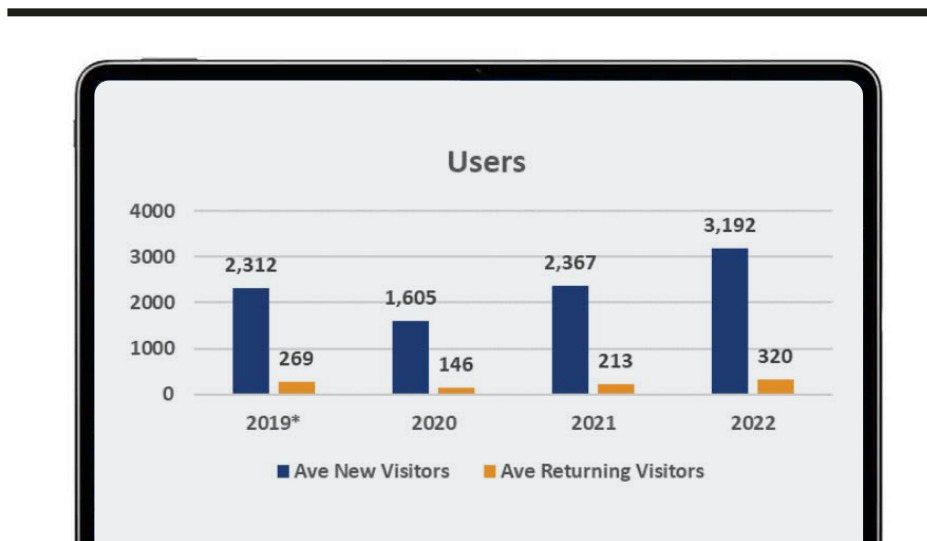
The personal injury law firm is securing more leads, calls and cases. Let's break down the results.

Increasing Users to their Site

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



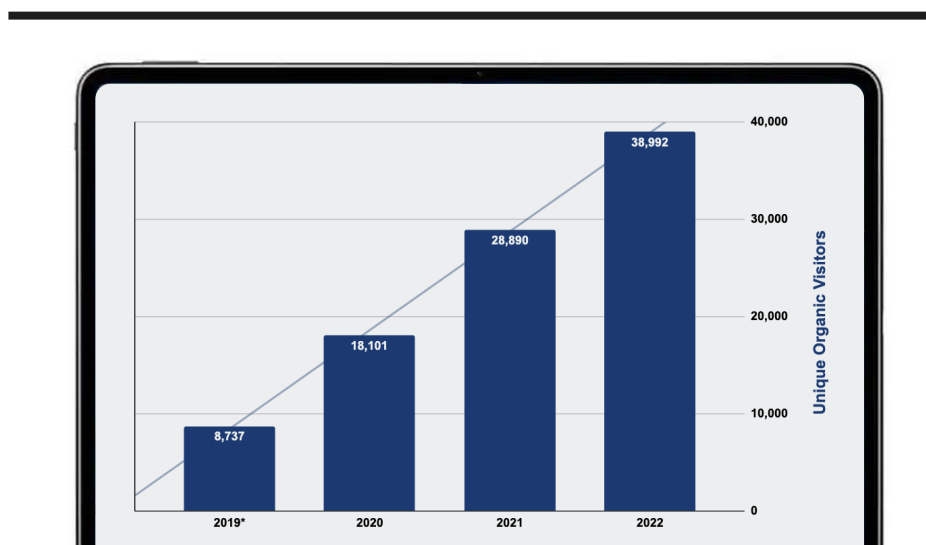
To be more specific, both new visitors and returning visitors have been consistently increasing year after year.



Increasing Visitors Over Time

Organic traffic is traffic that comes 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 substantially**. On a year-to-year comparison it's clear that the number of visitors is increasing.
- + **Between 2021 and 2022 the total number of visitors increased by more than 10k - that's a $\approx 35\%$ (34.96%) increase.**

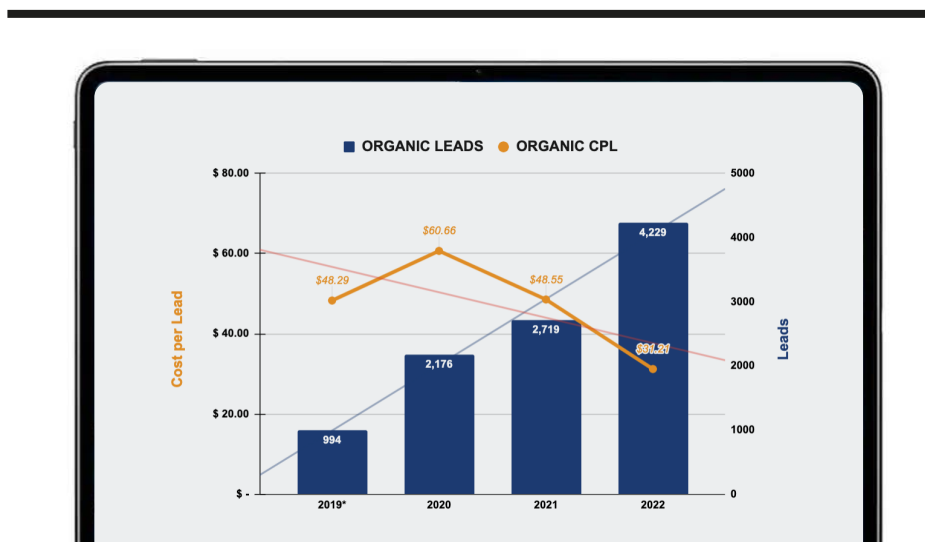


Increasing Leads and Reducing Cost Per Lead

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

- + **Decreased their cost per lead by $\approx 36\%$ (35.56%) between 2019 to 2022.**
- + **Increased their leads by over 56% on a year-to-year basis.**
- + **Specifically, they are acquiring an additional 1,519 leads!**

Take a look:



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**