



**Unlocking**

**Sustainable**

**Success in Law**

A Comprehensive Case on Peakstone  
Law Group's Marketing Mastery



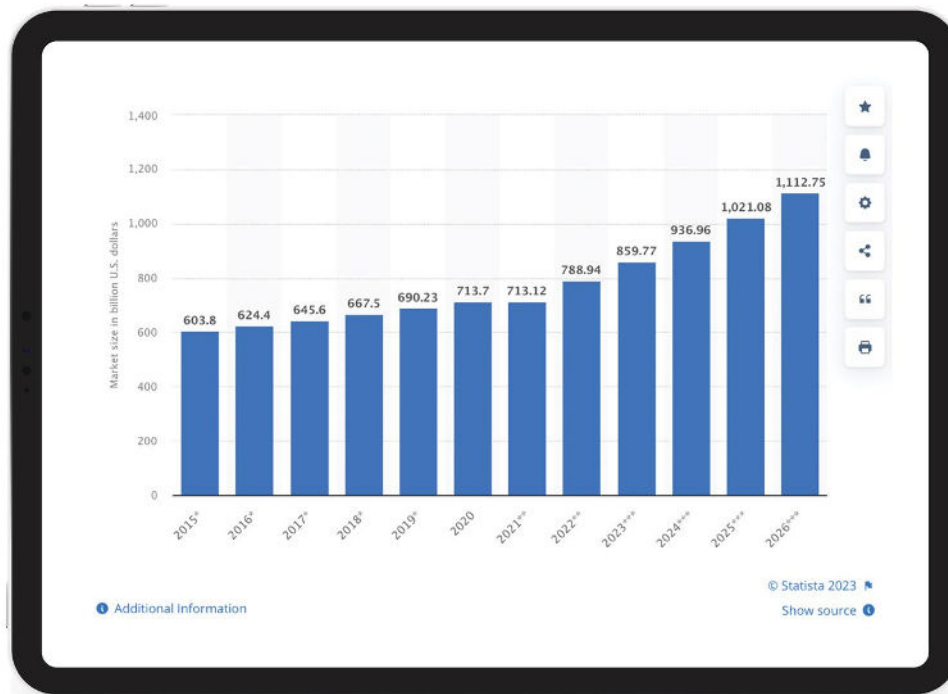


## TLDR

### The firm is:

- + Investing in diverse digital assets and ultimately getting the results they've been looking for & more!
- + Increasing the average monthly leads by 243%!
- + Decreasing the cost per case by 71% (that's more than half.)
- + Boosting ROI to exceptionally high numbers e.g. 7:1

The business of law is booming, which means it's just a matter of whom the cases are going to. **Between 2021 to 2025, the legal compound annual growth rate is 4.9%**. Take a look:



[Source: <https://www.statista.com/statistics/605125/size-of-the-global-legal-services-market/>]



This statistic alone demonstrates that law firms must adapt to the fast-paced, competitive legal industry. So, how are law firms cutting through the noise? For starters, establishing a strong online presence is paramount.

To illustrate this concept, venture with us as we explore the journey of a prominent law firm, **Peakstone Law Group, LLC**, a firm that is both distinguishing itself in the legal arena but also revolutionizing the way law firms approach digital marketing. Get ready to be inspired by their innovative techniques, unwavering commitment to client satisfaction, and the relentless pursuit of excellence that has placed them at the forefront of the industry.

## The Firm and Their Money-Making Marketing Approach

### The firm's client-centric approach:

At the heart of the law firm's success lies their unwavering commitment to placing the client front and center. By combining their deep understanding of the legal landscape with **cutting-edge digital marketing strategies**, this dynamic firm has carved out a unique niche in the industry.

### Location:

Colorado, USA

### The practice areas:

- Criminal Defense
  - DUI/DWI Defense
  - Estate Planning
  - Personal Injury
-



### The firm's diversified digital assets:

In an industry where trust is paramount, Peakstone Law Group is mastering the art of building and nurturing strong client relationships. With [Consultwebs](#) by their side, they're investing in:

- **Search Engine Optimization (SEO):** The firm invests in optimizing their website and content for relevant keywords, ensuring that they rank highly on search engine result pages (SERPs). By doing so, they increase the likelihood of potential clients finding their services and establishing themselves as an authority in the legal field.
- **Social media:** Peakstone Law Group recognizes the potential behind channels like Instagram and LinkedIn to foster connections and engage with their target audience.





## The Numbers Don't Lie: Quantifying the Success Today, Tomorrow and Always

We'll go over a time period of 3 quarters, between July 2022 - March 2023, to show you the cumulative impact such types of investments have on the firm.

- + **Before** referring to the time period between July 2022 - December 2022
- + **After** referring to the time period between January 2023 - March 2023

### Increasing Traffic to the Website

One of the main goals of marketing is acquiring leads. To do so, it all starts with increasing traffic.

**Overall, the firm has seen an 18% increase in new website users and 31% increase in returning users.** These metrics are crucial to a law firm's growth, as it reflects strong branding, client loyalty, and the potential for valuable referrals, fueling sustainable long-term growth.





Sessions refer to the total number of distinct user interactions initiated across your website and can signal user base engagement. A single session can engage with multiple sections of a website. **The firm also increased sessions by a solid 17%:**

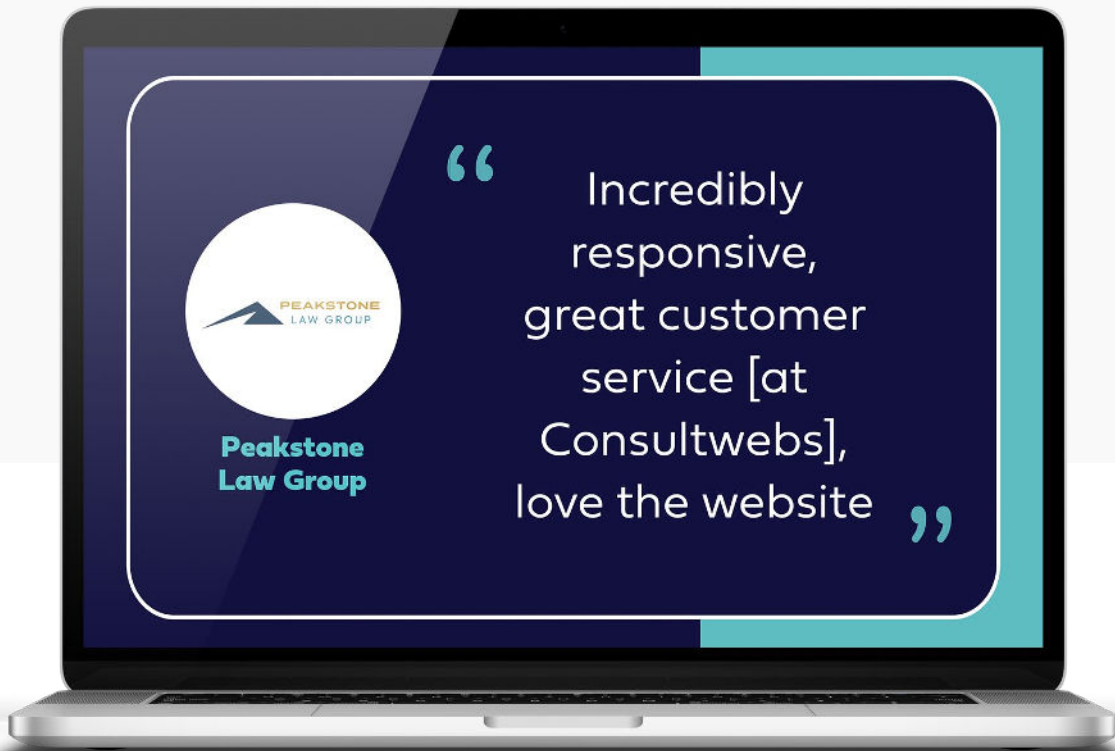


## Boosting Conversion Rates:

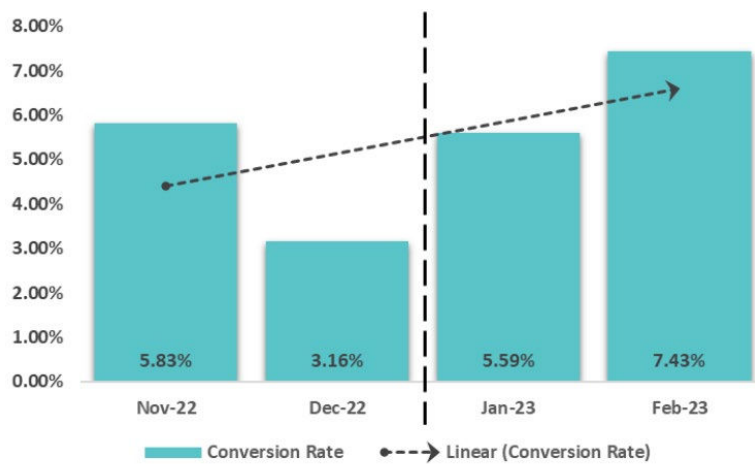
### One of the Most Powerful Metrics for Law Firm Success

While sessions and traffic growth are great signals of success, conversion rates hold the key to unlocking the true potential of your law firm's digital marketing efforts. This critical metric measures the effectiveness of your online strategies in transforming website visitors into paying clients.

By implementing a comprehensive SEO strategy and optimizing their website for an exceptional user experience, Peakstone Law Group has achieved a remarkable boost in ROI, with improved website rankings resulting in increased traffic, higher conversion rates, and a steady stream of quality cases.



And how is the website helping the firm's conversion rate?



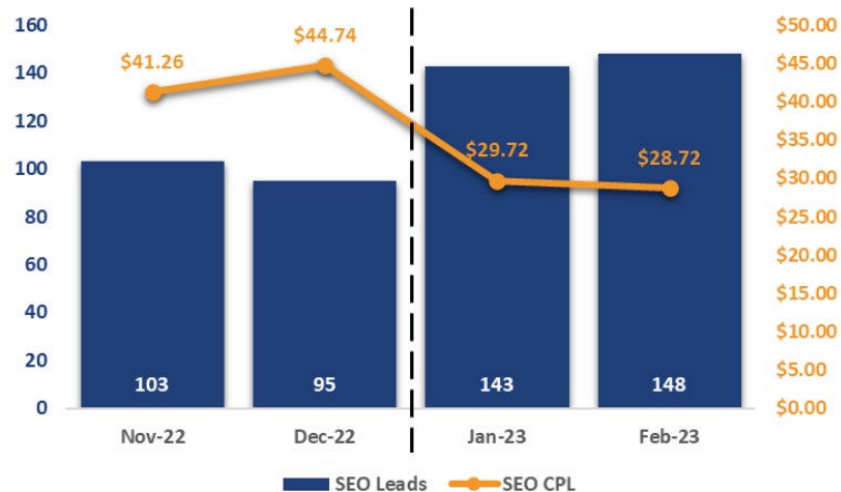
**The firm is seeing an additional 2% increase in average monthly conversion rates.**



## Leading the Market By Securing More Leads

The ultimate goal of marketing is to strike the perfect balance between increasing leads and minimizing the cost per lead over time - and Peakstone Law Group is doing just that!

- + The firm is increasing the average monthly leads up to 47%
- + The firm has decreased the cost per lead by 32%

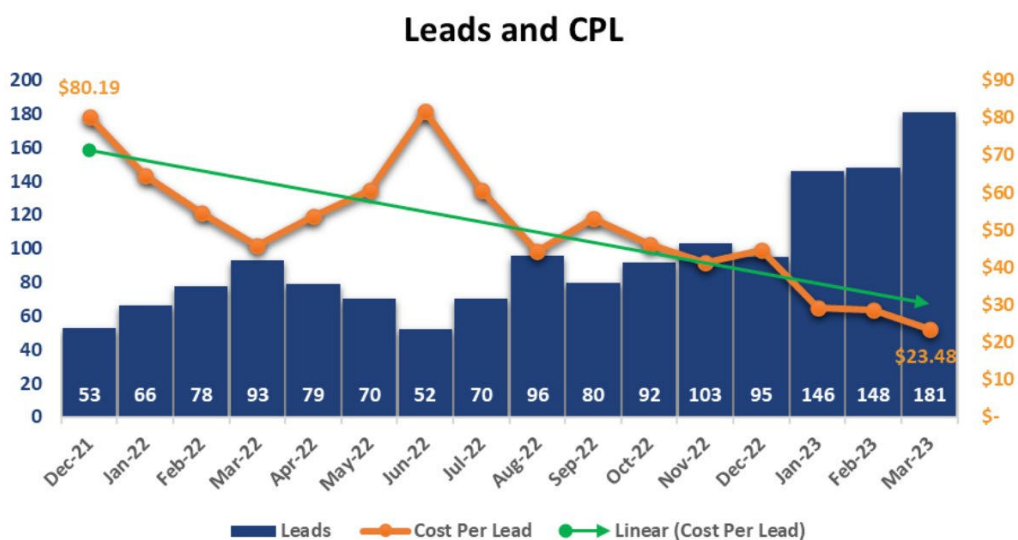


**But, is the firm only acquiring leads during this time period? To offer more transparency, let's take a look at the overall leads and cost per lead over a period of 12+ months.** With a consistent investment month after month, and year after year, the firm's efforts are paying off - big time!





- + The firm is increasing the average monthly leads by 243%
- + The firm is decreasing the cost per case by 71% (that's more than half)



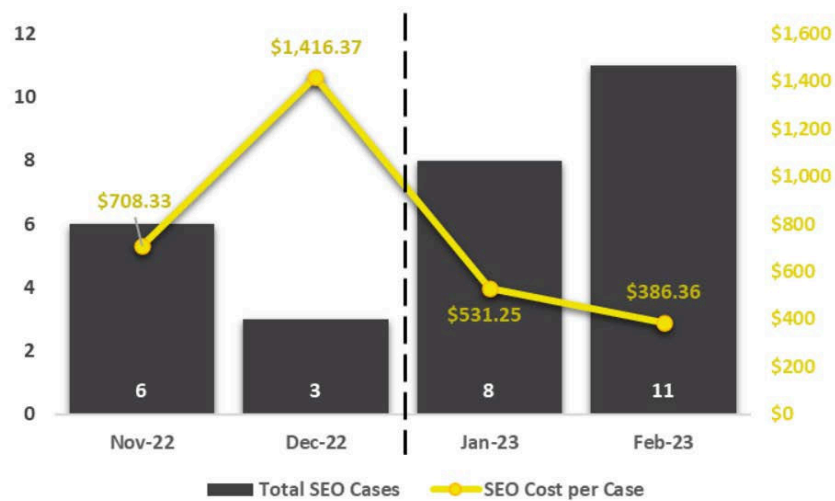
## Securing the Marketing Share

### From Leads to Cases

Acquiring cases is the lifeblood of a law firm's digital marketing strategy, the driving force that fuels its growth and propels it to the summit of success.



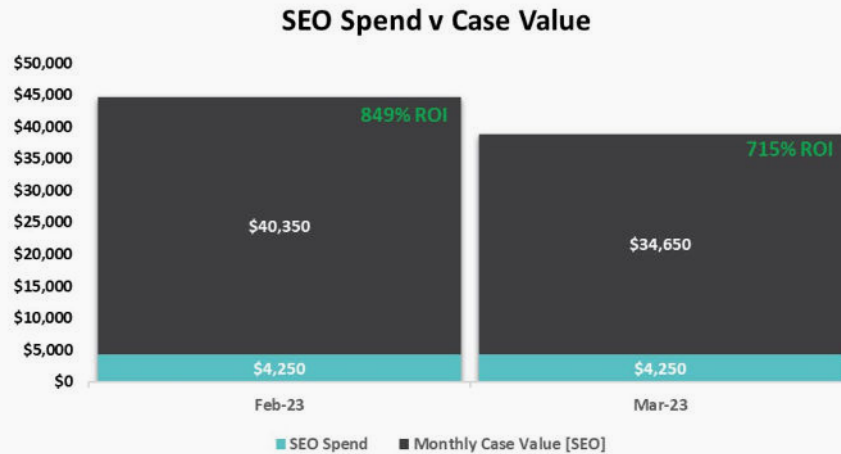
- + The firm is increasing the average monthly cases by 111%!
- + The firm has decreased the cost per case by 57%



## Getting the Best Case Value

With the help of Consultwebs, they were able to place a strategic emphasis on case value, which proved to be a game-changer.

By focusing on high-value cases and optimizing their marketing spend accordingly, they were able to increase their revenue while keeping decreasing their costs.



When comparing a similar time period, such as the ones mentioned above, the firm's ROI is exceptionally high:

- + In February the firm's ROI was 9:1
- + In March the firm's ROI was 7:1



The success of Peakstone Law Group's digital marketing transformation stands as a testament to the power of a well-executed, diversified strategy.

**If this is something your firm has been looking for, this is your sign!** Embark on the journey to discover innovative, headache-free solutions tailored to your unique needs, and witness your law practice flourish like never before.

**Let's have a chat**

