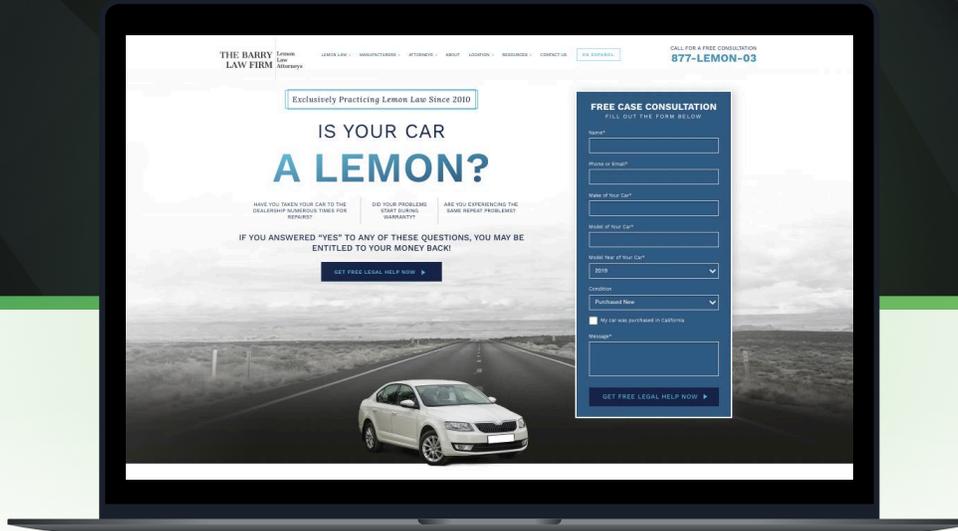


MAXIMIZING SIGNED CASES

How The Barry Law Firm Utilized Google Ads Search Campaigns and Facebook Ads to Get More Cases



Challenge

Barry Law Firm sought to supplement their existing case load with the immediate effect of paid advertising, namely Google Ads and Facebook Ads campaigns.



Goal

They needed to reach the right people at the right time, something paid advertising excels at! Additionally, of course, they wanted to maximize the efficacy of their investment. A.K.A., get as many cases as possible.

The campaign featured reporting transparency (leads obtained, cases signed) and proactive planning. Our team analyzed trends to forecast where future budgets should go and how targeting should change. We also met frequently with the firm to better understand their needs and goals.



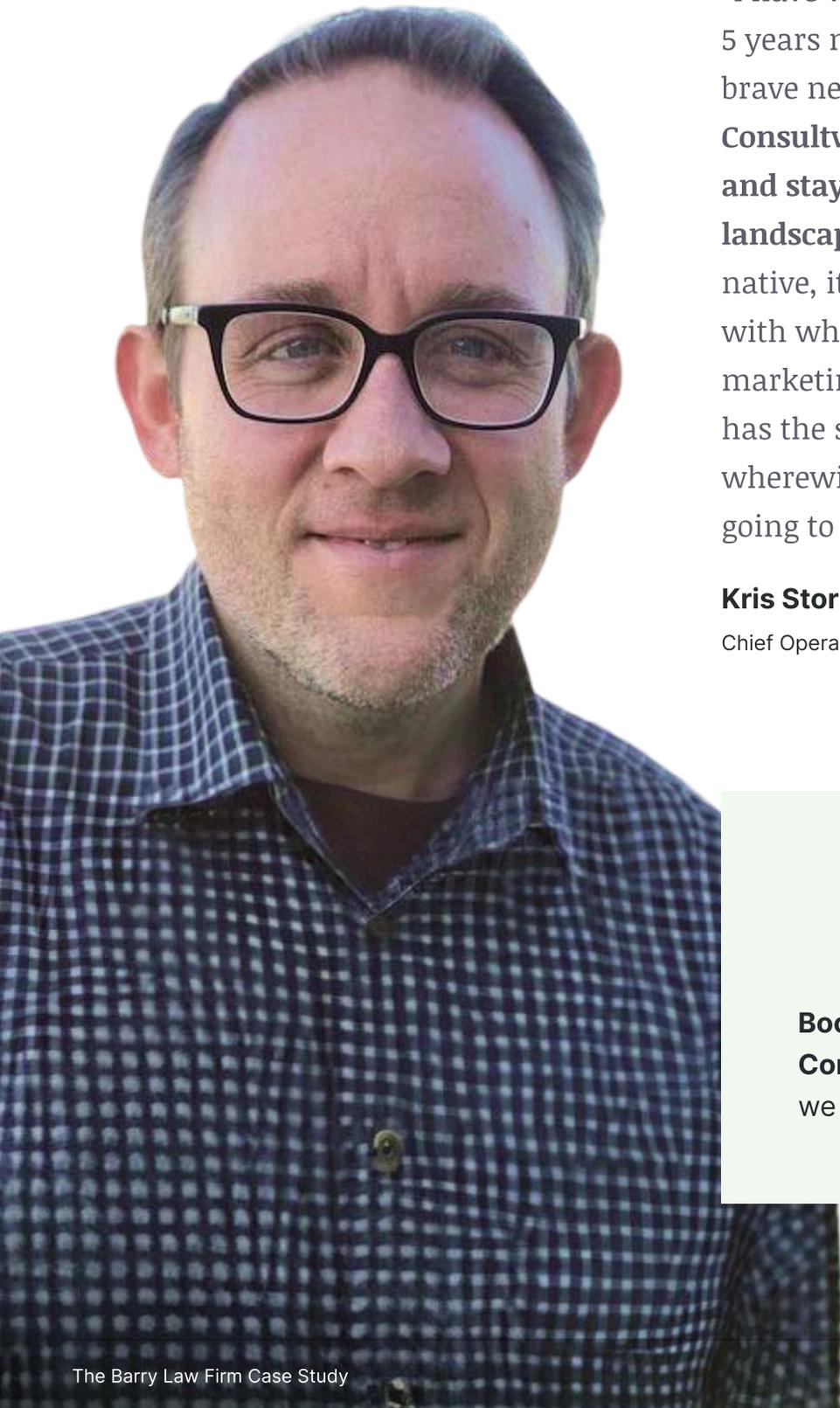
Approach

- Targeted Google Ads and Facebook Ads campaigns
- Implementation of weekly and monthly optimization checklists
- Ongoing reporting and optimization based on cases signed and return on investment (ROI)



Result

1,686 Cases Signed in Five Years From Paid Ads Alone



“I have worked with Consultwebs for about 5 years now and couldn't be happier. In the brave new world that is digital marketing, **Consultwebs has helped us navigate, pivot and stay out in front of the ever changing landscape.** Not being a digital marketing native, it was hard to know who to trust with what is now a vital part of our marketing. I can tell you that Consultwebs has the skills, competency and wherewithal to do what they say they are going to do. Highly recommended!”

Kris Storti,

Chief Operating Officer of The Barry Law Firm



Book a 1:1 strategy session with Consultwebs today to learn how we can help your law firm grow.



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