



# **DIGITAL ADS FOR ATTORNEYS**

# THE CLIENTS



A law office in Dallas, TX reached out to us to have us generate new leads for their injury law division.

---

They had worked with marketing companies in the past without too much success but had heard of us through a referral.

---

We did a blend of Facebook lead ads, and Instagram story/feed ads in combination with social media management on their pages.

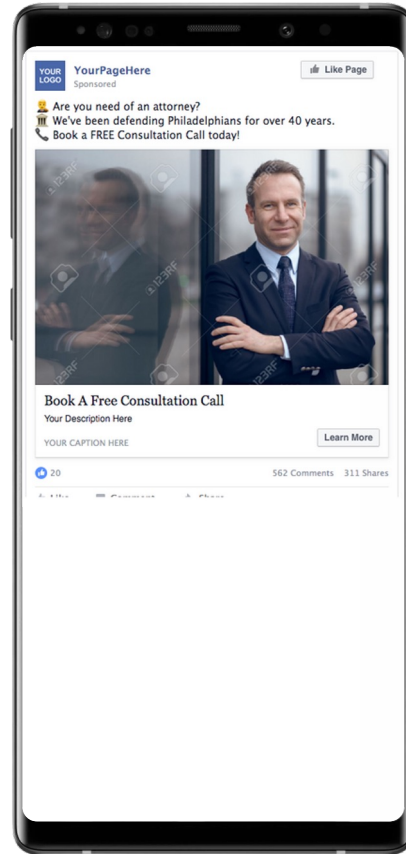
---

They started on a 6 month contract at \$2,000 a month.

## WHAT WE DID

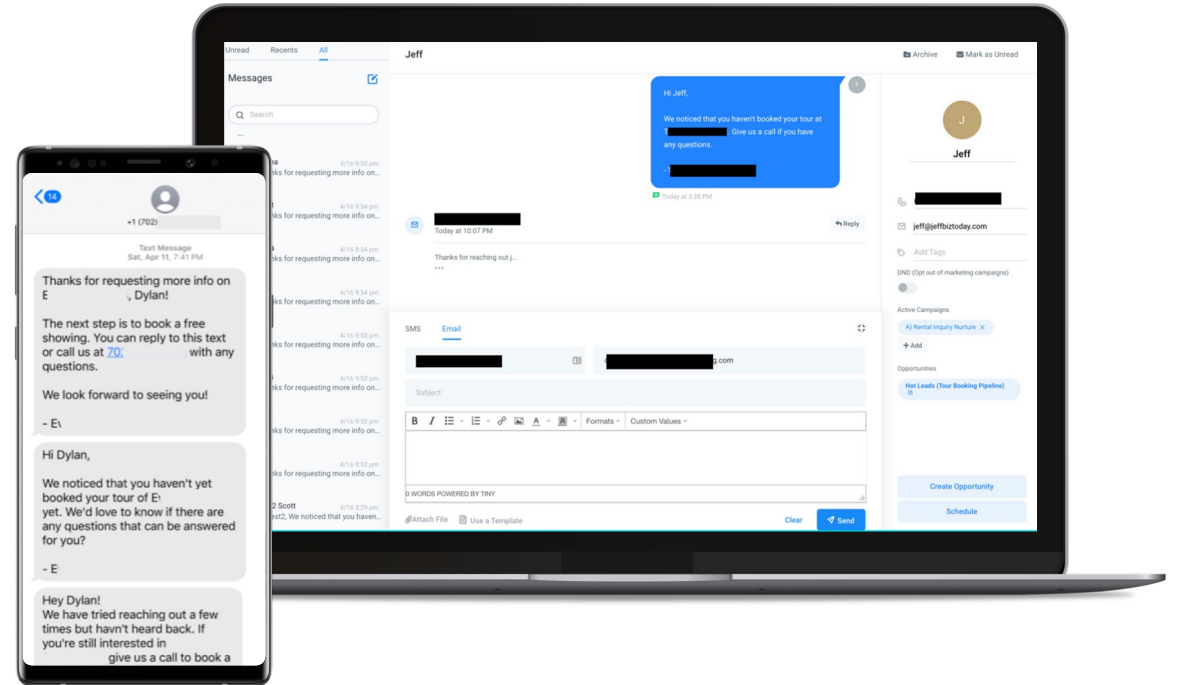
# OUR ADS

We setup ads like this one with Facebook and Google PPC campaigns to find new clients.



# LEAD NOURISHING

We also setup automated lead campaigns that send automated text reminders, follow ups, and more to the leads.



# LIVE REPORTING DASHBOARD



We provide full transparency!

Our clients get free access to a live reporting dashboard to track real-time advertising metrics, including CTR, impressions, reach, audience demographics, and more.

\* \*Image just for new dashboard view, see other slides for results

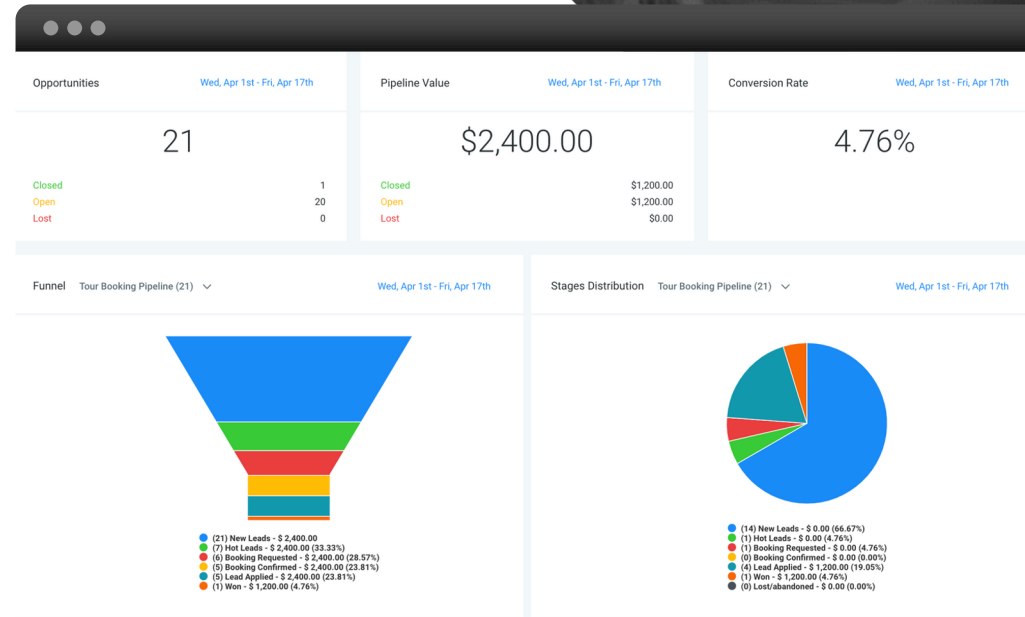


Track Your Leads

# CRM INTEGRATION

For our lead generation campaigns, we set clients up with an account on our CRM dashboard. With it, we run automated lead follow-up campaigns to maximize the potential of each lead.

Using the CRM clients can monitor their leads, communicate with them in real time by text, voice, email, etc, schedule them for appointments, and more!\*



Booking Requested	Booking Confirmed	Lead Applied
\$0.00	6 Leads \$0.00	5 Leads \$2,400.00
<p><b>TRENT</b> vine general info form + Task</p> <p><b>ULISSES</b> vine general info form + Task</p> <p><b>RUDY</b> vine general info form + Task</p> <p><b>FRED</b> vine general info form + Task</p> <p><b>JUDY</b> vine general info form + Task</p>	<p><b>KYLE</b> vine general info form + Task</p> <p><b>jess</b> vine general info form + Task</p> <p><b>joe</b> vine general info form + Task</p> <p><b>kila</b> vine general info form + Task</p> <p><b>LUIS</b> vine general info form + Task</p> <p><b>brett</b> vine general info form + Task</p>	<p><b>CONNOR</b> vine general info form + Task</p> <p><b>yulina</b> vine general info form + Task</p> <p><b>ulina</b> vine general info form + Task</p> <p><b>katie</b> <span>Won</span> vine general info form \$1,200.00 + Task</p> <p><b>Dylan scott</b> vine general info form \$1,200.00 + Task</p>

\*Some features such as SMS may be limited outside of the USA.

Our CRM maximizes the potential of each lead by automating a portion of the follow-up and communication.

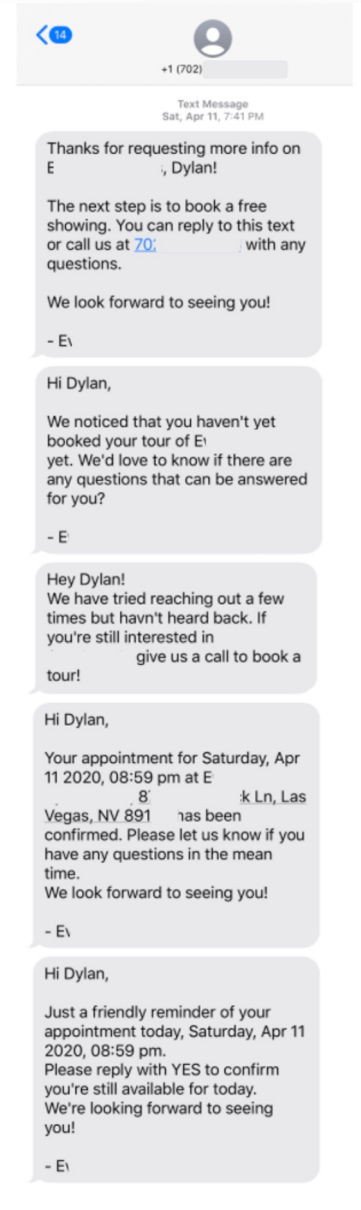
**01** Leads are contacted as soon as they respond to an ad.

**02** They are encouraged to book their free trial, consultation, etc.

**03** They receive automated follow ups over several days/weeks.

**04** When they respond, they can book an appointment

**05** And they receive appointment reminders so they don't forget.



# NUMBERS & ANALYTICS

48

THOUSAND

Impressions  
(people who see the ads)

559

People clicked  
through or  
engaged with  
the ad

64

Total Leads  
Generated

33%

Leads book a  
strategy session

21

Appointments

3

New cases

**NEW CASES GENERATED  
THOUSANDS IN REVENUE  
POSITIVE ROI**

from the ads and lead campaigns



# SUMMARY

from the work we did

For this client, we helped them generate a few new cases and significant brand awareness in the local area.

---

*"We appreciate the detailed work and good quality leads you generated for us"*

- Partner, Dallas Law Group



## CONTACT US TODAY!