

DIGITAL ADS FOR ATTORNEYS



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.

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.

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Sat, Apr 11, 7-41 PM Thanks for requesting more info on E ;, Dylan!	nks for requesting more info on	Theads for reaching out j	Add Tags DND (Opt out of marketing campaigns) Active Campaigns
The next step is to book a free showing. You can reply to this text or call us at <u>70</u> ; with any questions.		SMS (mail 0)	A) Rental Inquiry Nurture × + Add Opportunities
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Hey Dylan! We have tried reaching out a few times but havn't heard back. If you're still interested in give us a call to book a			

metrics, including CTR,

impressions, reach, audience

demographics, and more.



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

MONITORING THE 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.

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21

sted - \$ 2,400.00 (28.57

Funnel Tour Booking Pipeline (21) 🗸

Opportunities

Lost

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!*

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*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.



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

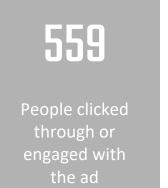
And they receive appointment reminders so they don't forget.

	+1 (702)
	Text Message Sat, Apr 11, 7:41 PM
	Thanks for requesting more info on E ;, Dylan!
	The next step is to book a free showing. You can reply to this text or call us at (0) with any questions.
	We look forward to seeing you!
	- E\
	Hi Dylan,
	We noticed that you haven't yet booked your tour of Ei yet. We'd love to know if there are any questions that can be answered for you?
	- E
•	Hey Dylan! We have tried reaching out a few times but havn't heard back. If you're still interested in give us a call to book a tour!
	Hi Dylan,
	Your appointment for Saturday, Apr 11 2020, 08:59 pm at E <u>8</u> <u>k Ln, Las</u> Vegas, NV.891 has been confirmed. Please let us know if you have any questions in the mean time. We look forward to seeing you!
	- E\
	Hi Dylan,
	Just a friendly reminder of your appointment today, Saturday, Apr 11 2020, 08:59 pm. Please reply with YES to confirm you're still available for today. We're looking forward to seeing

NUMBERS & ANALYTICS



Impressions (people who see the ads)



64

Total Leads Generated





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!

