

PPC Case Study Employment Law Firm

PPC Campaign Consistently Delivers 8-10 New Clients Per Month for Employment Law Firm



29.5% click-to-contact conversion rate



396 leads generated in this 90-day window



Average Cost-Per-Lead (CPL) of \$7.55



Averaging 132 leads per month

CLIENT

Chicago Area Employment law firm advocating for employees in discrimination, FMLA, retaliation, and wrongful termination cases.

Maximizing Lead Generation for Employment Law

- Strategic, high-converting landing pages designed to attract employment law leads
- Targeted Google Ads campaigns focused on employment discrimination, FMLA and wrongful termination cases
- Ongoing keyword refinement and bid adjustments to improve cost efficiency
- Hands-on PPC management with frequent optimizations to drive consistent results
- Thorough call tracking and lead analysis to ensure quality and conversion potential
- Detailed reporting with call recordings, lead trends, and actionable campaign insights



Overcoming Obstacles to Drive Growth

The Need for Quality

The firm needed a steady flow of employment law leads, requiring a strategy to attract potential clients effectively.

© Refining Targeting Strategy

To attract the right clients, we continuously adjusted keywords, ad copy, and audience targeting for better engagement.

Maximize a Limited Budget

With a modest budget, we focused on optimizing bids, refining targeting, and reducing wasted clicks to maximize ROI.

Strengthening Lead Conversion

We provided insights on intake improvements, helping the firm qualify leads efficiently and convert more inquiries into cases.

Building a Foundation for Growth

When a Chicago-area employment law firm struggled to attract the right clients in a highly competitive market, they needed a more efficient way to generate leads. Previous marketing efforts brought in some calls, but many were unqualified and failed to convert. With a limited budget, the firm needed a solution to drive high-quality inquiries for specific employment law cases while improving their ability to turn leads into clients.

We knew our approach should focus on maximizing their budget while addressing their intake challenges. With only one attorney and a paralegal, they needed a systematic way to track and follow up with leads to ensure no opportunities were missed. By aligning marketing efforts with their most valuable case types and working closely with the firm to enhance their intake system, we helped them streamline lead qualification, make the most of their resources, and improve overall conversion rates.



A Strategic Blueprint for Growth

Custom Landing Pages

We optimized the firm's website with highconverting landing pages tailored to key employment law areas, ensuring effective lead capture and conversions.

† Hyper-Focused Geo Targeting

Our ads were geo-targeted to only show in the specific counties and cities the firm wanted, ensuring that the campaign was attracting the right local audience.

**Enhanced Google Ads Performance

Site link extensions and other ad enhancements were used to boost visibility and engagement, driving more targeted traffic and increasing conversions.

Cargeted Keyword Strategy

Identified high-intent, relevant keywords while eliminating irrelevant terms, optimizing the ad budget to attract the most qualified leads.

Ongoing Optimization

We continuously optimized the campaign by adjusting bids, adding negative keywords to filter out irrelevant searches, and conducting regular audits to refine lead quality.

La Custom Reporting & Quality Assurance

All leads were thoroughly reviewed with call recordings and summaries, allowing for real-time adjustments to ensure campaign effectiveness and maximize ROI.

Performance-Focused PPC

To meet the firm's lead generation goals, we implemented a highly targeted PPC strategy. This included developing custom landing pages for each practice area, optimizing high-intent keywords, and using precise geo-targeting to reach relevant areas. We continuously refined the campaign by adjusting bids, eliminating irrelevant terms, and auditing lead quality. Additionally, we improved ad performance with ad extensions and provided custom reporting and quality assurance to ensure maximum ROI.



Results: 90 Day Snapshot

Click-Through Rate (CTR)

8.8%

1,341 clicks from 15,273 impressions

Total PPC
Visitors

1,341

Visitors driven by PPC in this 90-day snapshot

Click-to-Contact Conversion Rate

29.5%

Percentage of PPC clicks that turned into leads

Average Leads
Per Month

132

Monthly average of calls and form submissions

\C Total Leads

396

Total calls and contact form leads in 3 months

Average Cost Per Lead (CPL)

\$7.55

Cost per lead from PPC campaign



8-10+ new clients per month from PPC leads

PPC Delivering Real Results

Our tailored PPC strategy has enabled the firm to capture high-quality leads, consistently securing 8+ new clients per month. Through continuous optimization, custom reporting, and an improved intake system, the campaign has already delivered impressive results, demonstrating the power of a targeted approach in the competitive family law market. We're proud to have helped the firm build a strong foundation for future growth and success.

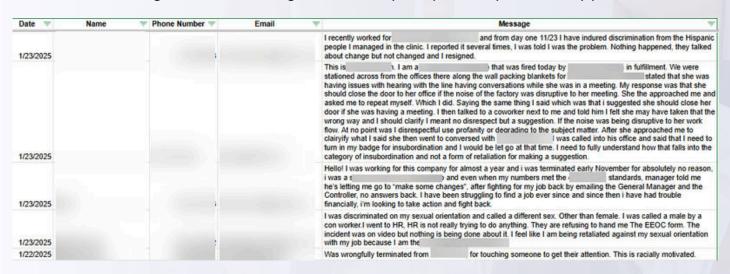


Results in Focus

This graph illustrates the 319 calls generated by the PPC campaign from 11/13/2024 to 2/12/2025, highlighting its strong lead generation performance.



During the same period, the campaign drove 77 contact form submissions, tracked through a shared Google Sheet to quickly identify missed opportunities.



Committed to Delivering Value

If you're ready to boost your lead generation and grow your practice, let's talk. Our custom-tailored PPC strategies can help your firm attract high-quality leads and deliver measurable results. Call (888) 590-3687 or email info@fwd-mktg.com to speak with a law firm marketing expert today!