

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 high-converting landing pages tailored to key employment law areas, ensuring effective lead capture and conversions.

Targeted Keyword Strategy

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

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.

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.

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.

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

 **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

New Retained Clients

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.

Date	Name	Phone Number	Email	Message
1/23/2025				I recently worked for [redacted] and from day one 11/23 I have indured discrimination from the Hispanic people I managed in the clinic. I reported it several times, I was told I was the problem. Nothing happened, they talked about change but not changed and I resigned.
1/23/2025				This is [redacted]. I am a [redacted]: that was fired today by [redacted] in fulfillment. We were stationed across from the offices there along the wall packing blankets for [redacted] stated that she was having issues with hearing with the line having conversations while she was in a meeting. My response was that she should close the door to her office if the noise of the factory was disruptive to her meeting. She the approached me and asked me to repeat myself. Which I did. Saying the same thing I said which was that i suggested she should close her door if she was having a meeting. I then talked to a coworker next to me and told him I felt she may have taken that the wrong way and I should clarify I meant no disrespect but a suggestion. If the noise was being disruptive to her work flow. At no point was I disrespectful use profanity or deoradino to the subject matter. After she approached me to clairify what I said she then went to conversed with [redacted] I was called into his office and said that I need to turn in my badge for insubordination and I would be let go at that time. I need to fully understand how that falls into the category of insubordination and not a form of retaliation for making a suggestion.
1/23/2025				Hello! I was working for this company for almost a year and i was terminated early November for absolutely no reason, i was a [redacted] and even when my numbers met the [redacted] standards, manager told me he's letting me go to "make some changes", after fighting for my job back by emailing the General Manager and the Controller, no answers back. I have been struggling to find a job ever since and since then i have had trouble financially, i'm looking to take action and fight back.
1/23/2025				I was discriminated on my sexual orientation and called a different sex. Other than female. I was called a male by a con worker.I went to HR. HR is not really trying to do anything. They are refusing to hand me The EEOC form. The incident was on video but nothing is being done about it. I feel like I am being retaliated against my sexual orientation with my job because I am the [redacted]
1/22/2025				Was wrongfully terminated from [redacted] for touching someone to get their attention. This is racially motivated.

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) 590-9687** or email info@fwd-mktg.com to speak with a law firm marketing expert today!