

PPC Case Study

Estate Planning Law Firm

Estate planning firm consistently generates 145 leads per month, achieving a 6:1 ROI.

✓ **17.7% click-to-contact conversion rate**

✓ **729 leads generated in first 5 months**

✓ **Average Cost-Per-Lead (CPL) of \$25.02**

✓ **Average of 145.8 leads per month**

CLIENT

Dallas Area firm specializing in living/revocable trusts, wills, powers of attorney (POA), asset protection, and all aspects of estate planning.

What Forward Lawyer Marketing is Providing

- Custom-designed landing pages optimized for living trust & other estate planning conversions.
- Strategic Google Ads campaigns aimed at high-intent searches for specific estate planning services.
- Ongoing keyword research and bid adjustments to enhance ad performance and cost efficiency.
- Proactive PPC management with continuous refinements to maximize lead quality.
- Comprehensive call tracking and lead analysis to measure effectiveness and refine targeting.
- Detailed performance reporting with insights into lead behavior and recommendations for further improvements.

Firm Challenges & Needs

Supplemental Lead Generation

The firm needed a targeted strategy to supplement exhausted lead generation.

A Targeted Approach

Seeking a specific client, the campaign required precise targeting across multiple levels to attract the right leads.

Dated Website? No Problem.

The firm lacked a professional website, so we developed targeted landing pages, offering a cost-effective and fast solution.

Maximize Return on Ad Spend

Needed a targeted strategy to generate quality leads, driving growth and increasing conversions.

Achieving Sustainable Growth

When an estate planning firm in Texas sought to expand its client base, they needed a more effective marketing strategy to generate high-quality leads. Previously relying on a pay-per-lead vendor, they had maxed out their lead potential, and with limited online presence, scaling their marketing efforts was challenging. The firm's focus on living trusts and estate planning services required attracting clients who were committed to securing their assets and families' futures. However, their existing marketing strategy had limited options for growth.

Additionally, the firm faced several key challenges: supplementing lead generation beyond their existing vendor, implementing a highly targeted approach to attract the right clients, launching quickly while their website was still in development, and maximizing return on investment.

To address these challenges, we developed a PPC strategy designed to drive immediate, high-quality leads while ensuring long-term scalability. Our approach focused on precise targeting, strategic ad placements, and a conversion-driven structure that would allow for measurable growth. By aligning our campaign with the firm's goals, we aimed to deliver a cost-effective solution that would position them competitively in the market.

Our Strategy for Success

Custom Landing Pages

The firm's website was not optimized for conversions, so we created high-converting landing pages geared toward its ideal clients to capture leads and improve results.

Targeted Keyword Strategy

We focused on identifying high-intent, relevant keywords while removing 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.

PPC with Purpose

To address the firm's lead generation goals, we executed a precision-targeted PPC strategy. This involved crafting optimized landing pages for each practice area, targeting high-converting keywords, and using geo-targeting to reach key cities and counties. The campaign was refined continuously through bid adjustments, keyword filtering, and lead quality audits. We also boosted ad performance with site link extensions and delivered ongoing custom reporting and quality checks to maximize ROI.

Results : Months 1 - 5

 **Click-Through Rate (CTR)**

5.6%

4,244 clicks from 75,881 impressions

 **Total PPC Visitors**

4,244

Visitors driven by PPC in the first 5 months

 **Click-to-Contact Conversion Rate**

17.7%

Percentage of PPC clicks that turned into leads

 **Average Leads Per Month**

145.8

Monthly average of calls and form submissions

 **Total Leads**

729

Total calls and contact form leads in 5 months

 **Average Cost Per Lead (CPL)**

\$25.02

Cost per qualified lead from PPC

Return on Investment

6:1 ROI from PPC Leads

Delivering Strong Results Through PPC

Our customized PPC strategy has enabled the firm to consistently convert visitors into leads at a 17.7% rate, achieving a 6:1 return on investment. With an average cost per lead of just \$25.02, the campaign has already delivered exceptional results, demonstrating the power of a precision-targeted approach in the competitive estate planning market. We're thrilled to have helped the firm drive high-quality leads and lay the groundwork for continued success and growth.

Results in Focus

This graph illustrates the 545 calls generated by the PPC campaign from 7/9/2024 - 12/11/2024 highlighting its strong lead generation performance.



During the same period, the campaign drove 184 contact form submissions, tracked through a shared Google Sheet to quickly identify missed opportunities.

Date	Time (CST)	Name	Phone	Email	Message
12/11/2024	3:39 PM				Need a living Trust & Will done.
12/11/2024	12:03 PM				I need a lawyer.
12/11/2024	11:53 AM				Looking to fine out if I am in a trust
12/10/2024	3:42 PM				Help with doing a trust
12/10/2024	8:29 AM				@gmail.com
12/10/2024	8:26 AM				I need to get my will done
12/9/2024	12:26 PM				I need to have a Living Will drafted. I'm a widower.
12/5/2024	9:53 AM				I need a probate lawyer to protect the rights of a beneficiary.
					Good day
					I am actually looking for an attorney can attend closing for with with a POA
					I have covid and I can't go for closing
12/4/2024	10:13 AM				Let me know how it works and the cost or the percentage you charge
					Thank you
12/4/2024	8:08 AM				I would like more information on living trust for my grandma. I live on her property that she would like to pass down to me. Also, how much would this cost?
12/2/2024	9:12 PM				Looking to inquire about types of asset protections, as well as what type of asset protection is best in case of divorces, or getting sued.
					My fiancé is currently incarcerated and he wants me to be his power of attorney. But I dont know how i go about getting the documents to the facility that he is currently at.
12/2/2024	7:19 PM				Revoking poa
11/28/2024	9:45 AM				

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!