

KAIZEN SIGMA CASE STUDY

Case Closed!

**Achieving a 1762% Advertising ROI
for a Family Law Firm with
Digital Advertising**



The Agency's Client

Kaizen Sigma's client was a small local legal firm, Family Legal Firm LLP, which helps families navigate the complexities of the legal process. With just a single location, the firm faces fierce competition from large multi location legal firms in their market of almost 700,000 residents.

Local legal firms like Family Legal need an edge to compete against the major players in the legal field. If the late great Robert Vaughn is in the TV ads of competitors, they'll definitely need help to strategically reach their target audience.

Family Legal understood they needed to be tactical with their advertising budget to compete with larger firms in their area. They knew that with digital advertising, they could specifically target the people who were looking for legal assistance at exactly the time they needed it most.

So while the goliaths in their area stuck with the traditional TV ad model, Family Legal Firm LLP contacted Kaizen Sigma to utilize their expertise in modern local marketing and digital advertising.

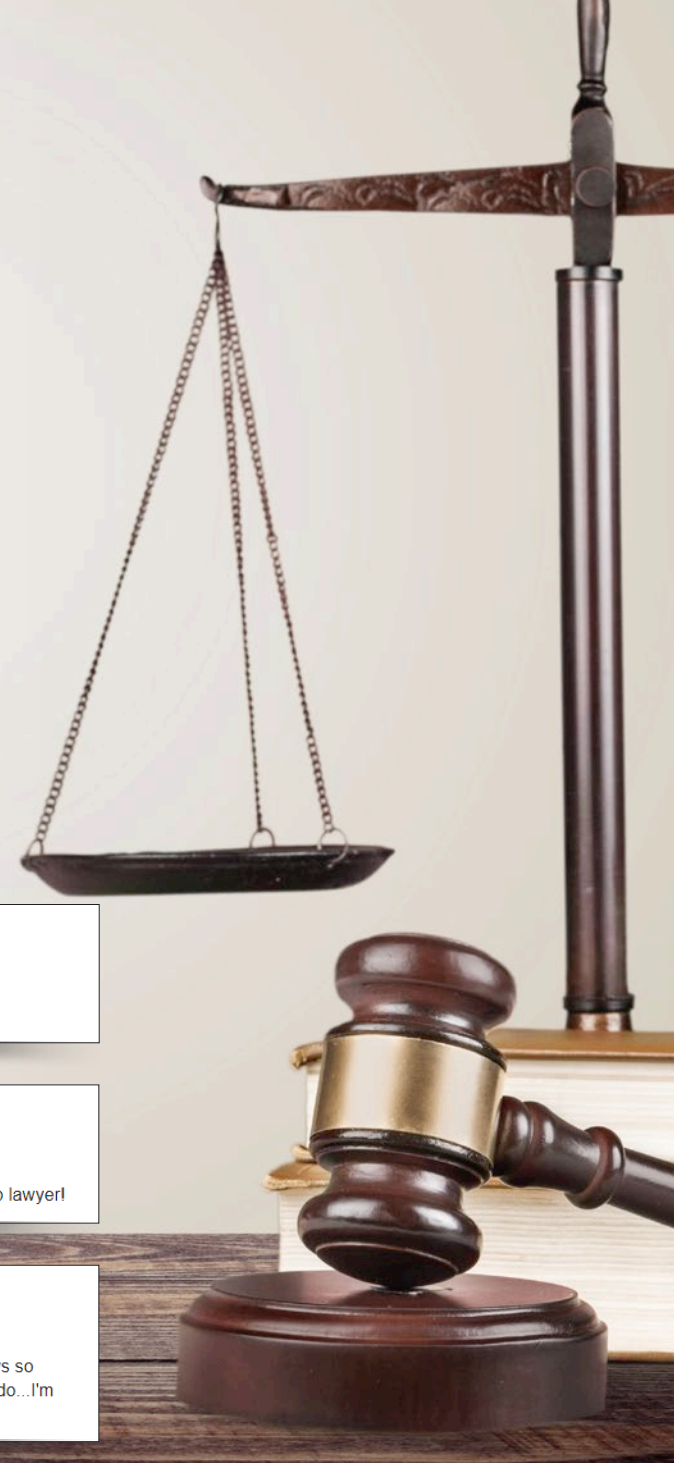
This strategy set the stage for a productive digital ad campaign. As a small local firm with a good reputation and focus on customer service (displayed in their reviews), Family Legal was primed for success!



Frank Lopez
3 reviews · 2 photos
★★★★★ 4 months ago
I would hire [redacted] for any case I had, TOP NOTCH!!

Walter Sotomayor
2 reviews
★★★★★ a week ago
Very upbeat and happy office staff he has here. Full of joy! And [redacted] is really a stand-up lawyer!

Veronica Hernandez
1 review
★★★★★ a year ago
I was very pleased with both my cases [redacted] represented me in. His office staff always so pleasant and caring. [redacted] always so sweet! I hope I don't need a lawyer in the future but if I do...I'm hiring [redacted] again! :)



The Campaign Process

Getting the phone to ring at the firm's office was the goal. This clear conversion objective allowed Kaizen Sigma's digital advertising team to optimize all campaigns around driving phone calls to the law firm.

The Message

Family Legal ran a Calls & Conversions campaign to drive new real-life business to their law office. The campaign message revolved around a free legal consultation. Due to a strong military presence in the region, the firm also offered a 10% discount on their hourly fee for military personnel.

The creative, ad copy and goals were based on this campaign vision, and the goal was to drive people to call and book consultations at the law office.

The Method

The digital advertising fulfillment process for Family Legal involved 3 core tactics to help drive calls:

1. Google Adwords campaign with programmatic bidding
2. Facebook ad campaigns
3. A customized, mobile-optimized landing page

Here's why these tactics were chosen for this campaign:

Google Adwords Campaign

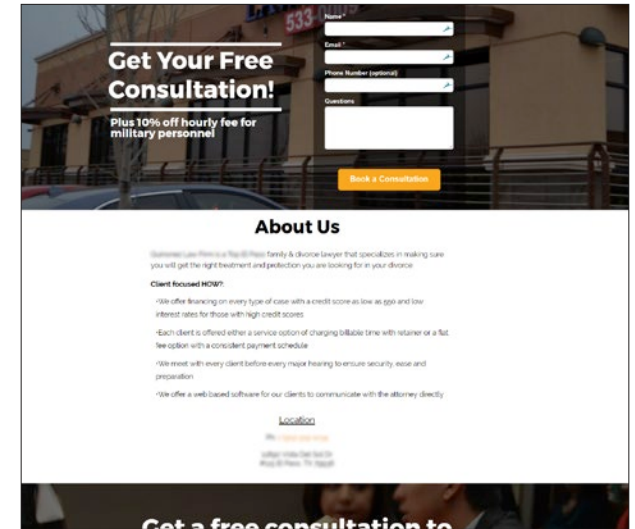
Using Google Adwords ensures that digital ads are exposed to a highly targeted audience of people who indicate purchase intent by searching for local keywords related to the business. Adwords campaigns are centered around action - people looking for immediate legal help in the firm's target area.

Facebook Ad Campaigns

The recipe for success for Facebook advertising is to reach a highly targeted audience the optimal number of times within a certain time period. Social media is the new word-of-mouth. If you target the correct audience, they'll share it and promote it for you. This is important because the most credible form of advertising comes straight from the people we know and trust. 83% of online respondents in 60 countries say they trust the recommendations of friends and family⁴. Plus, this new word of mouth advertising is trackable, attributable, and optimizable.

⁴ [Nielsen Global Trust in Advertising Report](#)

Custom Mobile-Optimized Landing Page



Armed with the logo and promotional photos supplied by the Family Legal staff, the digital advertising team designed a custom landing page to explain the firm and their services, display their reputation to build trust, and drive them to sign up for a free legal consultation. The landing page included custom engaging copy, images, details about the firm and a form with a specific call-to-action to encourage prospects to leave their contact details to schedule their free legal consultation. Both the Adwords and Facebook campaigns drove traffic to this page.

All these tactics worked together in harmony to drive real-world calls and conversions, with proven results delivered to the client in monthly reports as we'll see next.

Results

Family Law certainly got their money's worth from this campaign! In just 2 months, and with only \$2,196 in ad spend, the law firm generated \$40,000 in revenue. That's a whopping 1742% return on their investment!

Advertising Results

560	117	50
Ad clicks	Social & website clicks	Qualified calls & form fills

Monetary Results

\$2,195.84	\$40,000	1742%
Initial investment	Campaign revenue	Return-On-Investment

The ROI is calculated based on an 80% result conversion rate. That means that, of those 50 real-life results, we project that 80% will convert into an actual sale. The ROI is then calculated with that in mind, based on the value per result (getting a new client) determined by Family Law Firm LLP.

Search Ads

The search network ads—text ads that would display on the top and bottom of the Google search results page—did well in generating new engagement for Family Legal.

Consumer engagement with the ads appearing on the SERP (Search Engine Results Page) was 199% higher than industry average, which means that the ads were highly relevant to people searching for the campaign's predetermined keywords.

131	4.03%	\$5.75
Ad clicks	Click-Through Rate (CTR)	Cost Per Click (CPC)

↑199%
Higher CTR than industry average

The Family Legal ads on the search network were served to people who searched Google for predetermined keywords, such as "divorce attorney", "divorce lawyer", "family law attorney", and "child custody attorney" in their area.

With such a high volume of searches made in Family Legal's target area for these terms, appearing at the top of Google's search engine results page generated fantastic exposure for the firm.



Facebook Ads

Ads for local business served on Facebook can greatly improve brand awareness of the business, as well as generate new clients. Here's what the Family Legal Facebook ad campaign gained in just over two months:

429	64	43	1.43%	\$1.02
Ad clicks	Likes, Shares, Comments & Reaction	"Learn More" Button Clicks	Click-Through Rate (CTR)	Cost Per Click (CPC)

The Facebook ad for Family Legal put their Free Legal Consultation offer in front of a hyper-targeted, engaged audience to drive new business. Advertising on Facebook is great for both generating leads and amplifying your client's brand. With each ad attached to their Facebook social profile, the clicks and reactions not only drove new business, but also drove new brand recognition and improved Family Legal's online reputation.



↓ 23%
lower CPC than industry average

Family Legal Firm, LLP
June 27 · 🌐

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- ✅ Excellent record of winning cases
- ✅ A FREE legal consultation

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