

# LAW & GOVERNMENT CASE STUDY

Personal Injury Attorney



## Overview

### Campaign Focus

Gain new clientele through calls, form fills, and foot traffic

### Campaign Length

1 Year

### Products Utilized

Programmatic Video  
Pre-Roll Video  
Device ID  
Search Engine Marketing  
Organic SEO

## Objectives

The client was located in a major DMA but serviced the entire state, so the strategy was to scale beyond their local market to attract new clients for personal injury cases, insurance claims, and automotive accidents.

## Solutions

A traumatic brain injury case worth up to \$1,000,000 was generated by the client first discovering the attorney through a general Google search seeking local attorneys, and then converting on the client's website after reading content written by our SEO team



The overarching campaign strategy leaned heavily towards Search Engine Marketing (SEM) to help drive calls and form fills

This focus on generating awareness of the firm to relevant markets helped establish familiarity when an opportunity arose to engage the firm more closely

Case was generated by the client

**\$1 Mil**

Confirmed cases over 12-month campaign

**123+**