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DIGITAL MARKETING CASE STUDY

Family Practice Law Firm

Competing smart, not expensive, in a high-cost legal search market



White Label Agency

Client Overview

In February 2021, a small family practice law firm reached out after growing frustrated with their previous digital marketing agency. Despite an active Google Ads account, the prior vendor had failed to generate meaningful results, citing the firm's limited daily budget as an insurmountable constraint. We saw it differently: a focused budget, deployed with precision, is a competitive advantage.

The Challenge

Legal advertising on Google is notoriously expensive, with popular keywords routinely commanding $30–$100+ per click. For a small firm without a large media budget, spray-and-pray campaign management isn't just inefficient. It's a fast path to exhausting spend with nothing to show for it.

The prior agency's account structure left significant room for improvement:

- Bidding on high-competition, high-cost legal keywords with no quality differentiation
- Ad groups were too broad, mixing intent signals and diluting relevance
- Competitor keywords consuming budget without returning clients
- No call tracking in place, impossible to know which ads generated real inquiries
- No contact forms on landing pages: calls were the only conversion path
- Geographic targeting too wide, reaching users outside the firm's service area



Our Strategy

We took a surgical approach: find the traffic that converts, eliminate everything that doesn't, and build a campaign architecture optimized for a small firm to compete with larger practices on intelligence rather than budget:

Challenges & Strategy

- High-volume keywords pricing out the daily budget by mid-morning
- No low-competition keyword research conducted
- Broad ad groups undermining Quality Scores
- Competitor keywords wasting valuable budget
- No call tracking to measure real lead generation
- Landing pages missing contact form conversion path
- Target geography too wide, reducing budget efficiency

Results & Outcomes

- Identified "low-hanging fruit", medium traffic, low competition keywords
- Set campaigns to Search Only to eliminate display waste
- Built tightly defined, thematic ad groups for relevance and Quality Score
- Removed competitor keywords entirely from active campaigns
- Implemented full call tracking across all landing pages
- Embedded contact forms on every campaign landing page
- Refined geographic targeting to the firm's actual service areas



Results At A Glance

↑ Growth	Immediate	2x	Google + Meta + Bing
Click-Through Rate	Conversions (Calls + Forms)	Client Spending Increase	Platforms Expanded

The results were immediate and unambiguous: clicks, click-through rates, and conversions, in the form of both phone calls and contact form submissions, increased from the campaign's first weeks. Those conversions translated into new clients for the firm, providing them with the confidence to double their advertising investment.

With the expanded budget, we grew the campaign beyond Google Search to include Meta (Facebook/Instagram) and Bing Ads, giving the firm presence across all major platforms where their prospective clients spend time researching legal services.

> "A small budget isn't a limitation. It's a discipline. By focusing every dollar on high-intent, low-competition opportunities, we proved that smart campaign management beats big spending every time."
>
> **Paid Media Team**

