

# PERSONAL INJURY LAW FIRM

CAMPAIGN ANALYSIS





## CLIENT'S PAIN POINTS

Our client offers legal representation for personal injury victims residing in Akron, OH and the surrounding counties— a large, competitive market. Before working with Business Marketing Engine, the client sought other pay-per-click (PPC) vendors but found their management and results unsatisfactory.

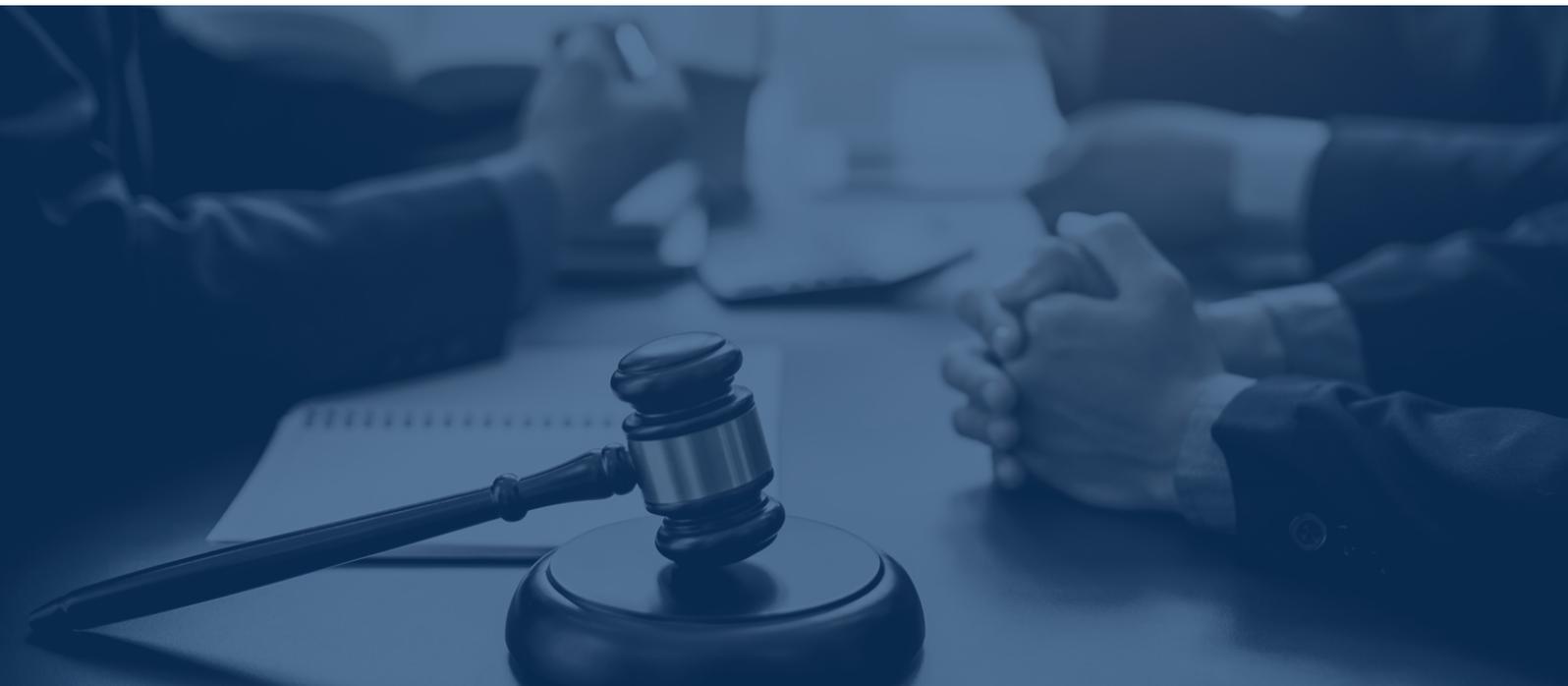


## OUR SOLUTION

Business Marketing Engine created an in-depth marketing campaign strategy to boost the client's paid search efforts. Through accurate market analysis, customer profiling, keyword research and compelling ad copy, BME gave the client their desired results. Consequently, the team regularly analyzed campaign performance and implemented changes to optimize results further.

# TO OPTIMIZE THEIR CAMPAIGNS, OUR PPC SPECIALISTS:

- Analyzed the client's previous search campaign analytics and determined pitfalls.
- Conducted keyword research and identified market segments.
- Crafted highly targeted ad copy to the audience's position in the marketing funnel.
- Optimized bids and allocated the ideal budget that delivers maximum ROI.
- Observed campaign analytics regularly to modify strategies according to existing marketing conditions.
- Implemented test campaigns to boost impressions, increasing market share of voice and mindshare.
- Closely monitored Google's updates and terms of service to ensure compliance.
- Provided detailed monthly reports to client, highlighting insights, developments and areas of improvement.



# THE CONTEXT

Previously, the client focused mainly on finding leads via Facebook ads rather than PPC ads, but with no success. In December 2021, they opted to hold their FB promotion and dedicate their budget to search ads with BME's support.

## OUR FINDINGS

CLIENT'S PERSONAL INJURY LAW FIRM												
Month	Jan , 22	Feb , 22	Mar , 22	Apr , 22	May , 22	Jun , 22	Jul , 22	Aug , 22	Sep , 22	Oct , 22	Nov , 22	Dec , 22
Ad Budget	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00
Budget Used	99.93%	102.47%	106.92%	95.05%	92.97%	104.14%	90.35%	99.09%	94.38%	98.69%	91.24%	97.96%
Status	Active											
Ad Impressions	9,277	8,743	7,238	6,423	97,422	70,795	54,095	43,830	6,257	5,577	5,767	7,411
Click through rate (CTR)	3.21%	3.24%	2.80%	3.05%	0.24%	0.28%	0.38%	2.36%	3.80%	4.16%	3.31%	2.73%
Link Clicks	298	283	203	196	229	200	208	191	238	232	191	220
Cost per link click (CPC)	\$6.71	\$7.24	\$10.53	\$9.70	\$8.12	\$10.41	\$8.69	\$11.02	\$8.54	\$8.51	\$9.55	\$7.04
Website Leads	20	27	26	24	15	18	13	9	31	34	32	42
Cost per lead (CPL)	\$99.93	\$75.90	\$82.25	\$79.21	\$123.96	\$115.71	\$139.00	\$185.94	\$56.50	\$58.05	\$57.02	\$59.49
Amount Spent	\$1,998.67	\$2,049.38	\$2,138.39	\$1,900.95	\$1,859.43	\$2,082.79	\$1,806.99	\$1,981.85	\$1,887.62	\$1,973.78	\$1,824.75	\$1,959.22

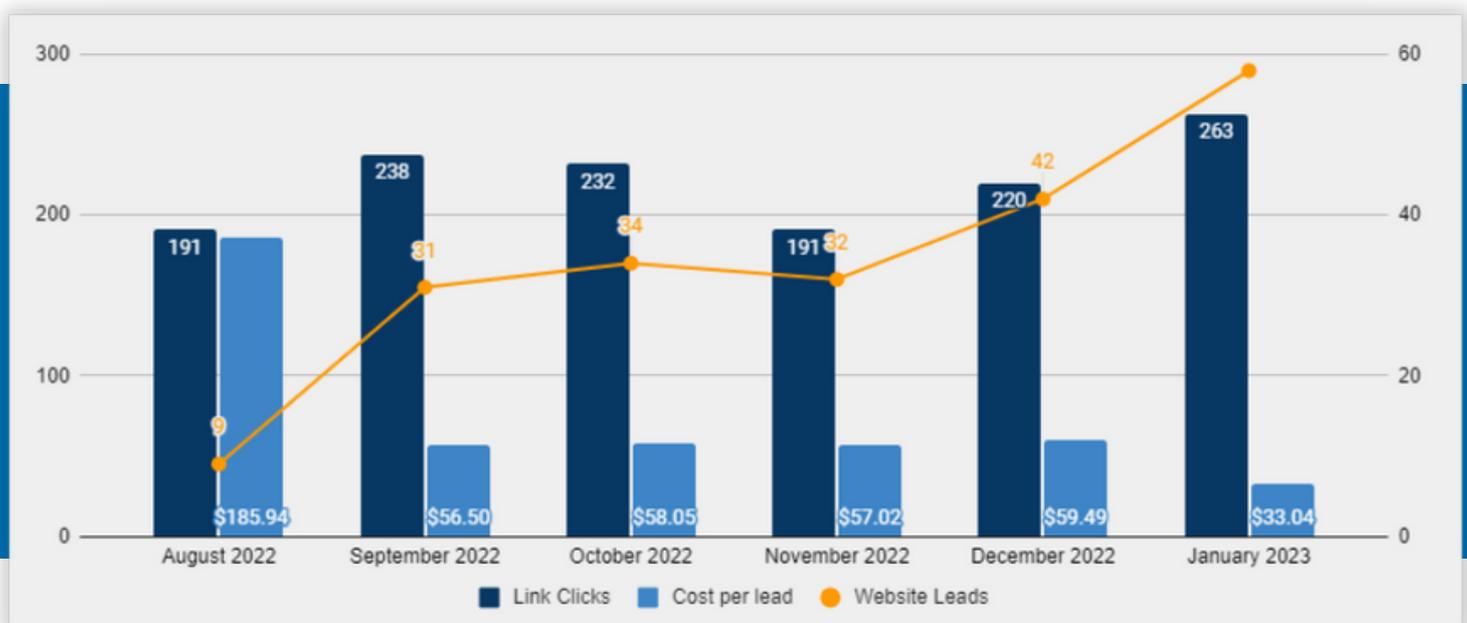
In the initial stages of the PPC campaign, BME delivered an average of 24 leads per month with a cost-per-lead (CPL) of \$84.32 (industry average CPL = \$83.10). These were acceptable values, given the competitive nature of the industry.

But knowing BME could improve their stats, the team conducted an experimental campaign that lasted four months (May to August). Instead of targeting highly specific segments, we focused on high-performing, highly competitive keywords, resulting in a spike in impression count. Throughout this testing phase, the company garnered a total of 266,142 impressions.

Despite the apparent drop in website leads, the increased impression boosted the company's share of voice and share of mind in the market. In other words, we attempted to increase their brand awareness and recognition, ensuring they become the market's first choice among industry competitors with similar offers.

BME re-focused its attention on ranking for best-performing SEO keywords based on the experiment. While the ads experienced a slight drop in impressions as a result of optimization; however, the improvement in other metrics outweighed this minor setback.

Coupled with optimizing ad copy and improving landing pages, the company's monthly leads went on an upward trend as the CPL steadily decreased, as shown in the graph below:



Optimizing their campaign analytics enabled BME to increase their monthly leads to an average of 39 and as high as 58. We also decreased the CPL to an average of \$52.82 and as low as \$33.04, which is far below the industry average of \$83.10.

On the other hand, the click-through rate also improved from 3.08% to 3.49% (industry average CTR = 4.24%). Nevertheless, BME was on the right track to further catapulting the company's CTR.

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	Old campaign (pre-experiment)	New campaign (post-experiment)
Impressions	7920	6,523
Clicks	245	229
Spend	\$2021.85	\$1912.39
CTR (click-through rate)	3.08%	3.49%
CPC (cost-per-click)	\$8.55	\$8.18
CPL (cost-per-lead)	\$84.32	\$52.82
Average website leads	24 (27 max)	39 (58 max)

The results enabled the client to grow their business and become increasingly more competitive in their category.

## OUR CONCLUSION

Paid search platforms like Google's PPC ads are self-service marketing channels, which means you do not need a professional PPC company to set up and manage your campaigns. However, many entrepreneurs, especially small and medium-sized business owners, lack the time, expertise, experience and tools to maximize ROI for PPC campaigns.

That's where Business Marketing Engine enters the picture.

With BME's team of PPC professionals, we help clients get the most out of their advertising efforts. Investing in an advertising agency can dramatically improve analytics by increasing click-through rates, generating more leads, reducing cost-per-click and minimizing cost-per-lead, all while keeping your advertising spend within your desired range.

Today, our client enjoys a better position with a steady stream of leads amidst a highly competitive and ever-evolving marketplace.



# WHAT MAKES BUSINESS MARKETING ENGINE DIFFERENT?

Unlike other digital marketing agencies, Business Marketing Engine builds its marketing campaigns on relationships— with you and your target market. Through a relationships-first approach, we learn your business's deepest needs, challenges and goals, enabling us to build your winning strategy with your aspirations in mind.

BME then focuses on a data-driven and proactive approach to skyrocket clients' stats, as observed in this study. We constantly review numbers to find bottlenecks and gaps that can be optimized for better ROI. Moreover, to maximize a PPC campaign's success, we provide clients with the following:

- A dedicated project manager and marketing strategist to work with you and understand your business goals and objectives.
- Detailed monthly reports that demonstrate the progress of your campaigns and ad spending.
- A supportive team that answers any questions and guides you throughout the process.

**Contact our team today to learn more about how Business Marketing Engine can help you generate more leads, minimize your cost-per-lead, uptick your click-through rate and overall improve your campaigns.**

**You may call us at (888) 618-9123 or visit our website at:  
<https://businessmarketingengine.com/>**