

Saunders Law Scales Past \$100K Monthly Ad Spend with Hyper Targeted SEM



Objectives

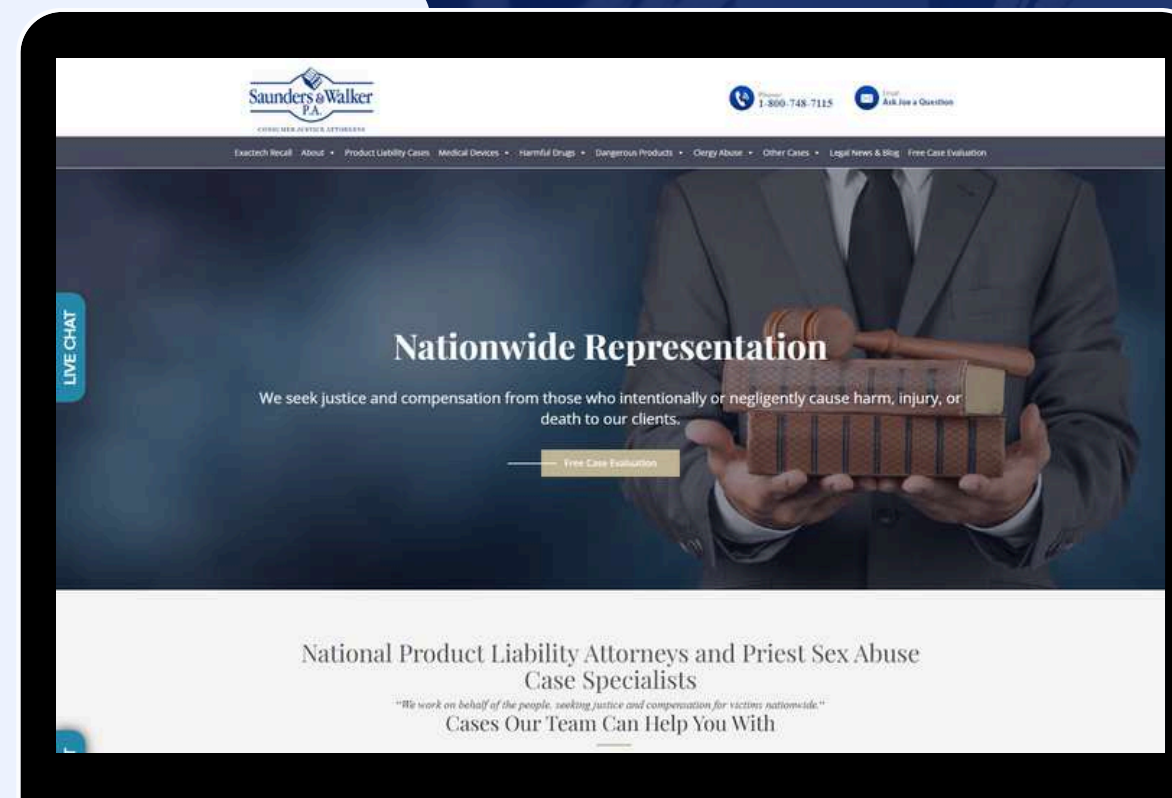
Saunders Lawyers, a reputable legal firm specializing in personal injury cases, partnered with Brenton Way to scale their Google Ads campaigns. The primary objective was to enhance their online presence and increase monthly case intakes, focusing on driving high-quality leads through targeted ad strategies.

Strategy

- Increase Monthly Case Intakes: Drive more qualified leads to achieve over 110 new cases per month.
- Boost Conversion Rates: Optimize landing pages to achieve a 6.5% page conversion rate.
- Enhance Click-Through Rates (CTR): Achieve an 11% CTR on Google Ads campaigns.
- Scale Ad Spend: Efficiently manage and scale ad spend beyond \$100K per month.

Our Market Strategies for Success

- Comprehensive Keyword Research: Identified high-intent and long-tail keywords to target specific queries and optimize CPC.
- Targeted Audience Segmentation: Created detailed audience segments and utilized remarketing to re-engage potential leads.
- Landing Page Enhancements: Designed and optimized landing pages for better user experience, faster load times, and clear CTAs.



GOALS

↑ 25+ Cases
In new monthly cases attributed from marketing

↑ \$200K Spend
In overall monthly ad spend managed

↑ 6% Response
In new client responses

🔥 11% CTR
In total marketing CTR from attributed campaigns



“What truly sets them apart is their remarkable expertise and inventive approach. Their adaptable team consistently impresses, skillfully transforming the provided information into a distinct brand identity. Their unique ability to grasp our vision and turn it into a reality is commendable.”

Margaret Walker
Partner