

# CASE STUDY:

CLIENT COMPANY:



CLIENT GOALS:

To create a predictable digital marketing machine for a startup personal injury firm in South Carolina.

## CLIENT RESULTS:

Created custom Google Search campaign resulting in more than 520 leads at a cost of \$63.96 a lead in the first year.

<u>Coversions</u> ▼ 520.00	<u>Cost/conv.</u> ▼ \$63.96	<u>Avg. CPC</u> ▼ \$7.36	Cost \$33.3K
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Ongoing optimization resulted in a \$18.93 reduction in cost per lead before the end of the first year with a more than 80% increase in total number of leads. This has allowed us to scale the campaign while still achieving the target CPA.

Campaigns	Clicks	Cost / conv.	Conversions
[Campaign Name]	769 ↑ 609	\$38.19 ↓ \$18.93	293.00 ↑ 213.00

## HOW WE DID IT:

- A/B Split Testing of Ads
- New More Consumer Centric Ad Copy
- In-Depth Keyword Research and Search Query Optimization

## CASE STUDY:

- Extensive Daily Negative Keyword List Creation
- Creation of invalid click blocking system
- New Google Analytics Reporting
- New Call Tracking Reporting with Call Recording and Instant/Daily/
- Weekly/Monthly report to client for sales optimization
- Feedback loop communication system with his team and our marketing manager
- Strict adherence to google search and search partner channels (High intention)

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### TESTIMONIAL:

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“With a total and razor sharp focus on economics and return, coupled with an extremely creative and never-say-can’t mindset, adding Nik to our organization was like rocket fuel for our company.”

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