

# Winning in the Courtroom and Online

A Personal Injury Law Firm's  
Strategy for Success

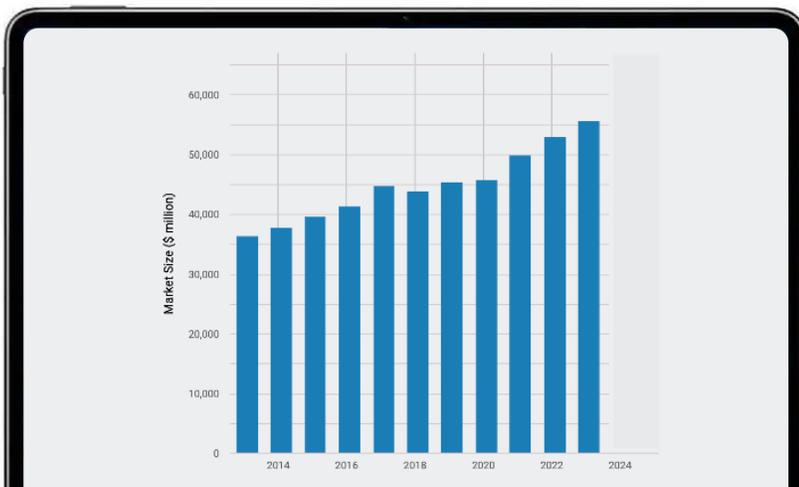


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# TLDR

- + Between 2021 and 2022 the total number of visitors increased by more than 10k - that's a  $\approx 35\%$  increase.
- + The personal injury firm decreased their cost per lead by  $\approx 36\%$  between 2019 to 2022.
- + The personal injury firm increased their leads by over 56% on a year-to-year basis.

Personal injury law firms are facing increasing competition and changing consumer behavior. Between 2018 and 2023, **the annualized market size has grown by 4.8%**. Take a look:



Legal assistance is a high-ticket purchase, and before making a decision, prospects are going through multiple touch points.

It's important to understand that **today's marketing attributes the entire ecosystem not just the last touchpoint.**

## | So, how are firms securing their entire sales funnel?

More firms are diversifying their digital investment, from creating a strong online presence to [targeting specific demographics through social media](#) and [search engine optimization](#). The right digital strategy can make all the difference for a personal injury law firm's growth and success. Let's take a look at a case.

# The Personal Injury Firm

To protect the firm's identity we'll refer to them as 'the firm' throughout the case study.

### | Practice area(s):

- + Personal Injury
- + Social Security Disability
- + Car Accidents
- + Motorcycle Accidents
- + Premises Liability & More

### | Location:

Tennessee

### | Types of Digital Investment:

- + [SEO](#) + [Social Media](#)
- + [Agile Digital Advertising](#)

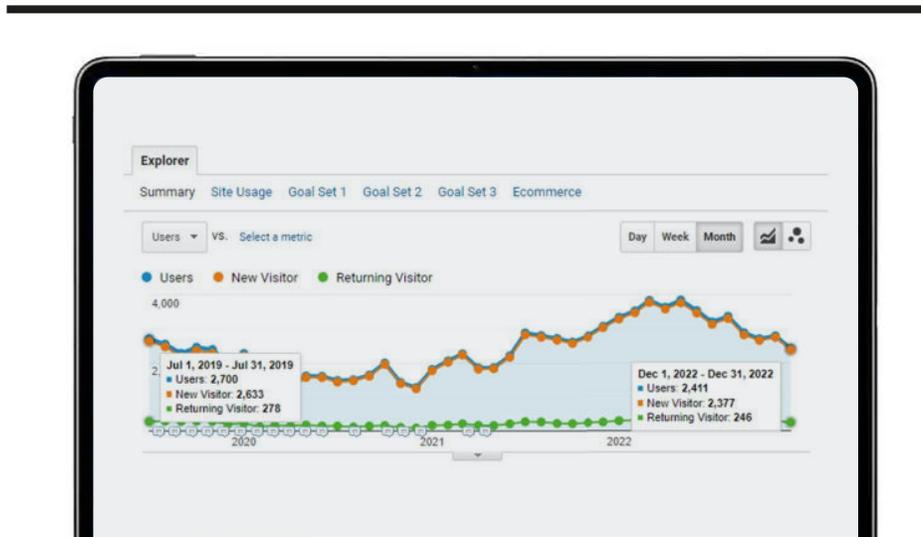
The Firm's Strategy to

## Crush the Competition

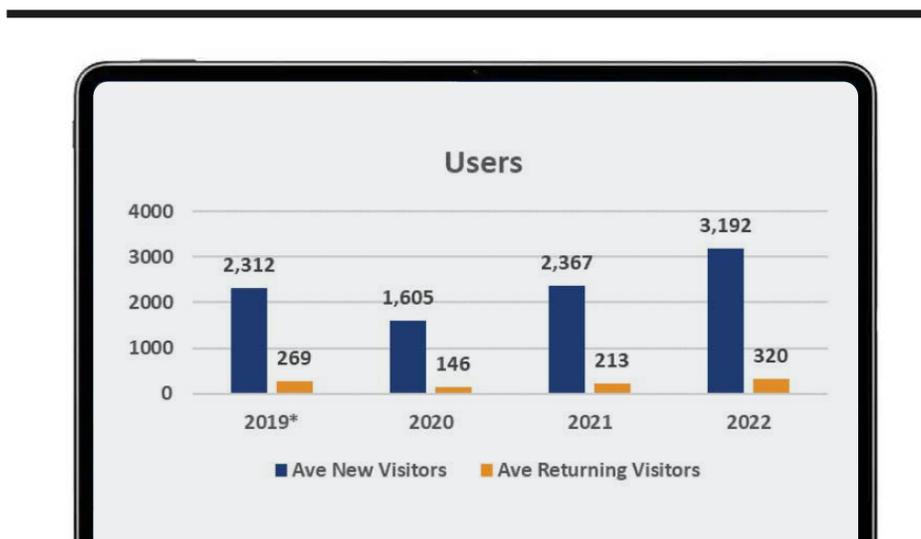
The personal injury law firm is securing more leads, calls and cases. Let's break down the results.

## Increasing Users to their Site

To begin with, the firm is seeing an increase in website traffic year after year. Take a look:



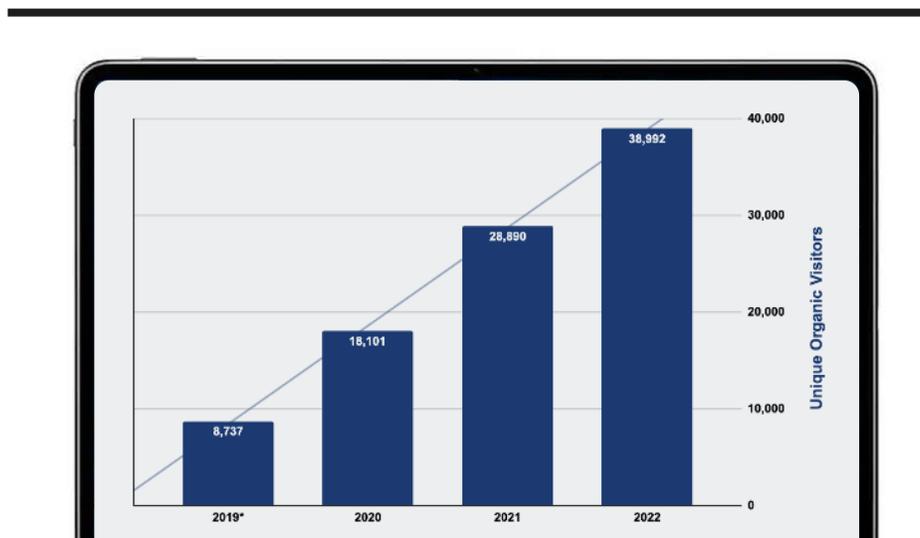
To be more specific, both new visitors and returning visitors have been consistently increasing year after year.



## Increasing Visitors Over Time

Organic traffic is traffic that comes from unpaid sources. This is a solid indicator that the SEO and social media practices are working and securing the firm's long-term growth.

- + In this case, **the firm is managing to increase its organic traffic substantially**. On a year-to-year comparison it's clear that the number of visitors is increasing.
- + **Between 2021 and 2022 the total number of visitors increased by more than 10k - that's a  $\approx 35\%$  (34.96%) increase.**

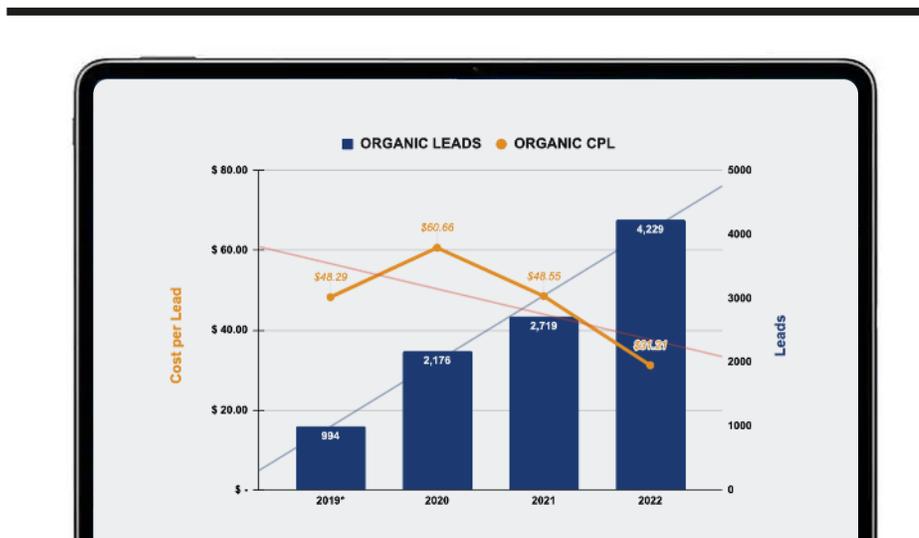


## Increasing Leads and Reducing Cost Per Lead

Since their investment with [Consultwebs](#), the firm has:

- + **Decreased their cost per lead by  $\approx 36\%$  (35.56%) between 2019 to 2022.**
- + **Increased their leads by over 56% on a year-to-year basis.**
- + **Specifically, they are acquiring an additional 1,519 leads!**

Take a look:



## How Are You Dominating **Your Local Market?**

Personal injury firms may face fierce competition but that isn't stopping many from investing to move forward. With their diversified investment, our personal injury law firm client has experienced a significant increase in leads, case referrals, and settlements.

By adopting a data-driven approach to your online presence and campaigns, you can ultimately attract more clients and establish yourself as the most trusted and authoritative voice in the legal industry.

**Want these results without the headaches?  
We're here and ready to help**

