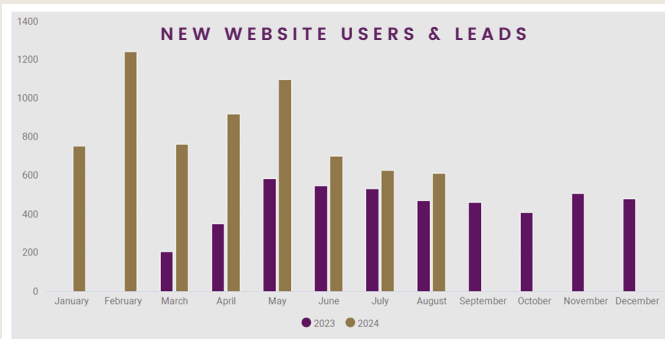




PAID DIGITAL CASE STUDY

Lodestar Marketing Group significantly increased awareness and leads while decreasing the Cost Per Lead for this employment law firm.

RESULTS



**SIGNIFICANT INCREASE IN NEW
USERS VISITING THE WEBSITE
AND A 69% INCREASE IN LEADS
COMPARED TO YEAR 1.**



"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

SARAH SCHWITTERS

Lodestar Marketing Group

INTRODUCTION

This employment law firm was experiencing a decline in leads and the cost per lead from other programs was becoming cost prohibitive. They engaged with Lodestar Marketing Group to develop a strategic digital marketing strategy that would quickly increase lead volume, lead quality, and appointments.

PROBLEM

The employment law firm was struggling with lead volume and many of the leads coming in were not high-quality potential clients. The law firm spent countless hours responding to irrelevant inquiries, costing the firm both time and resources. The firm had open capacity for new clients and was unsure how to leverage digital marketing to help them grow. Their previous agency was expensive and not generating results.

SOLUTION

Lodestar Marketing Group started by ensuring the company had accurate tracking from click to lead. They created a test plan to iterate quickly to generate the needed results. The campaigns consisted of paid search, performance max, search engine optimization (SEO), and blog writing.

Within the first month, the company saw a significant increase in website traffic and leads. They now have a continual stream of new leads, and can prioritize the types of cases they want to bring in.

CONCLUSION

Lodestar Marketing Group was able to move quickly to help this employment law firm impact its business within the first month. By ensuring accurate tracking and tapping into their experience of best practices, they were able to make a significant contribution to the success of this firm.