

# Fuel Marketing Case Study

Category: Attorney

Fueling your small business growth!

## CHALLENGES

A personal injury attorney was struggling to bring in clients. Because of the emotional and physical state of the victim after a personal injury, it wasn't easy to identify them, reach out, and convince them to take legal action. While the core aim of the lawyer client was to help others fight their case against harm caused by a third person, his business also needed an inflow of cash if it were to survive.

## SOLUTIONS

After doing our research into the services our client offered, as well as the persona of their customers, we realized a few things. The first place someone went when searching for a personal injury lawyer was the internet – a strong social media presence and Facebook ads to convey it to potential customers was a must. More importantly, reviews in the form of word of mouth or testimonials did a lot to motivate a hiring decision. And so we combined the two for amazing results.

## RESULTS

Our team of experts designed a Facebook ad campaign solely around video and text testimonials. In the ads, the content revolved around addressing the pain points of the clients and showcasing how the lawyer had helped people in similar situations in the past. It worked wonders. In particular, within just one month, the campaign managed to achieve:

- 23 leads
- A minimal cost of \$59.33 per lead

Because potential customers heard details from clients who the lawyer had already won cases for, it wasn't hard for him to convert them into clients.

### Key metrics



**23 LEADS**

within first 30 days



**\$59.33**

Cost per lead

Account Overview

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

More

Rules

View Setup

Columns: Performance and Clicks

Breakdown

Reports

	Campaign Name	Delivery	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent
<input type="checkbox"/>	<input checked="" type="checkbox"/> CBO   TOF Leads	<div>Active</div>	23 Leads	10,258	3.16	\$59.33 Per Lead	\$30.00 Daily	\$1,364.69
> Results from 1 campaign			23 Leads	10,258 People	3.16 Per Person	\$59.33 Per Lead		\$1,364.69 Total Spent