



- All Conversions
- Impressions
- Clicks

**Client:** Local Attorney

**Practice:** Personal Injury

**Setting The Scene:**

Initial meeting with the client they already went through two digital providers and were currently working with a broadcast tv station for their search and social execution. Results had been sub-par at best.



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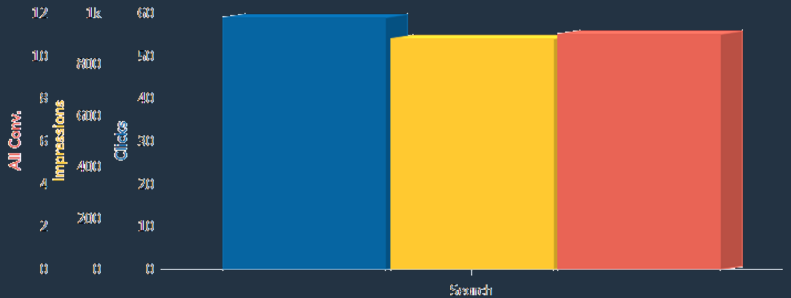
After finalizing the strategy with our in-depth keyword analysis, we launched the campaign, and within

# 2 Days

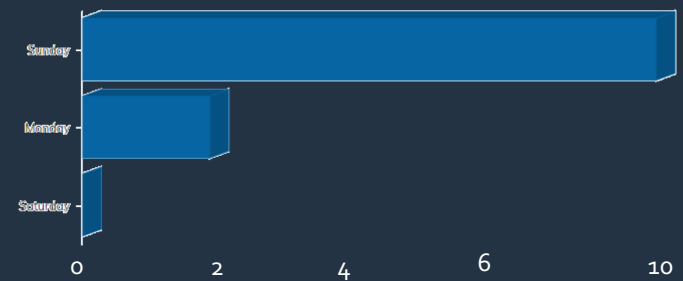
CTR Response delivered the same number of conversions that took previous vendors a month to achieve.

## Performance

All Words Campaign Overview Grid



## Call Performance

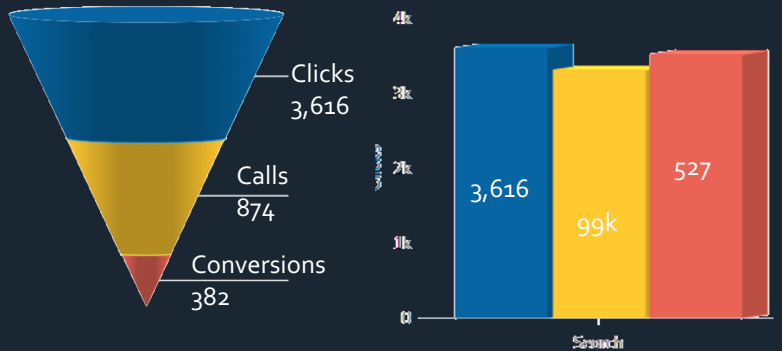


## Campaign Overview

The legal category has become extremely competitive over the last two years, especially along the Gulf Coast.

Helped by great brand equity in the market, we were able to take the framework of the previous digital vendors campaign build, and apply CTR Response's custom bid strategy and optimization tactics to deliver triple digit percent increases for the client's KPI's

## Campaign Performance: 3 Months



## KPI's

- Form Fills
- Phone Calls



## Strategies

- Search**
  - Responsive Search**
    - Conversion Strategy
- Social**
  - Facebook/Video**
    - Engagement Strategy

## Social Performance: 3 Months

