

RMS LAW

ELEVATING PERSONAL INJURY LEGAL SERVICES

At the beginning of the year, RMS Law, a personal injury attorney firm, was grappling with a challenge that impeded their client acquisition efforts: their existing digital marketing strategies were not yielding the desired conversions and client engagement. Seeking a robust solution, they partnered with 1SEO Digital Agency to revamp their approach and enhance their marketing outcomes.



Challenges Circumstances

RMS Law's primary challenge was the low conversion rate from their digital marketing efforts. Despite substantial investments in various channels, the results were not aligning with their goals. The firm needed a strategy that not only increased the number of conversions but also ensured high-quality leads, reducing the overall cost per acquisition (CPA).



A Strategic Approach

1SEO Digital Agency conducted a comprehensive review of RMS Law's digital marketing, optimizing PPC campaigns and enhancing SEO to boost visibility and attract qualified leads. We implemented targeted advertising, streamlined lead generation forms, and utilized a multi-channel approach to maximize reach and engagement.

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SPRINGING INTO ACTION

The tailored strategies significantly improved RMS Law's digital marketing performance, leading to a notable increase in conversions and other key metrics. In just one month, the firm recorded 180 conversions including diverse interactions such as Disability Forms, Personal Injury Forms, 'Contact Us' submissions, and calls. The conversions included 114 organic, 52 direct, and various others across referral, video, display, paid search, and cross-network channels.

EXCEPTIONAL RESULTS

Financially, the campaign was highly efficient. In January alone, \$1,096.11 spent on Local Services Ads yielded 13 leads. The conversion rate increased by 5%, conversions were up by 7%, and the Cost Per Acquisition (CPA) decreased by 8%, outperforming industry benchmarks. These improvements underscore the effectiveness of our data-driven strategies, helping RMS Law enhance client engagement and optimize marketing spend in a competitive environment.

180 SALES QUALIFIED
LEADS IN 1 MONTH
70% ORGANIC LEADS

\$84.32

LSA COST PER QUALIFIED LEADS

8% ↓

COST PER ACQUISITION

