

Pay-Per-Click (PPC)

Rainwater, Holt + Sexton Injury Lawyers

magneti
CASE STUDIES

EXECUTIVE SUMMARY

Before working with Magneti, Rainwater, Holt + Sexton Injury Lawyers had not implemented pay-per-click advertising. Magneti started running digital advertising campaigns on several platforms for Rainwater: Bing advertising, Facebook ads and Google AdWords. Though Magneti also works on Google call-only ads and message extension (click-to-text) ads for Rainwater, this case study focuses on expanded text ads in Google AdWords.

ABOUT THE CLIENT

Rainwater, Holt + Sexton Injury Lawyers is a personal injury law firm located in Arkansas. The law firm, which works on a “no fee guarantee” basis, has practice specialities from auto accidents and bankruptcy to defective products and drug injuries. Rainwater gives back to their communities through their Spirit of Arkansas award, a donation program for charities and nonprofits, as well as their Ripple Effect program, which honors local heroes who encourage positive, infectious change.



CHALLENGE

The personal injury law firm space is highly competitive, and cost-per-clicks can be well over \$100. When managing a pay-per-click campaign in this environment, it is imperative to add negative keywords to avoid overspending on unqualified traffic. Other important best practices are pausing keywords that are overspending, closely monitoring search queries and adjusting mobile bids (many clicks are phone calls that can become costly).

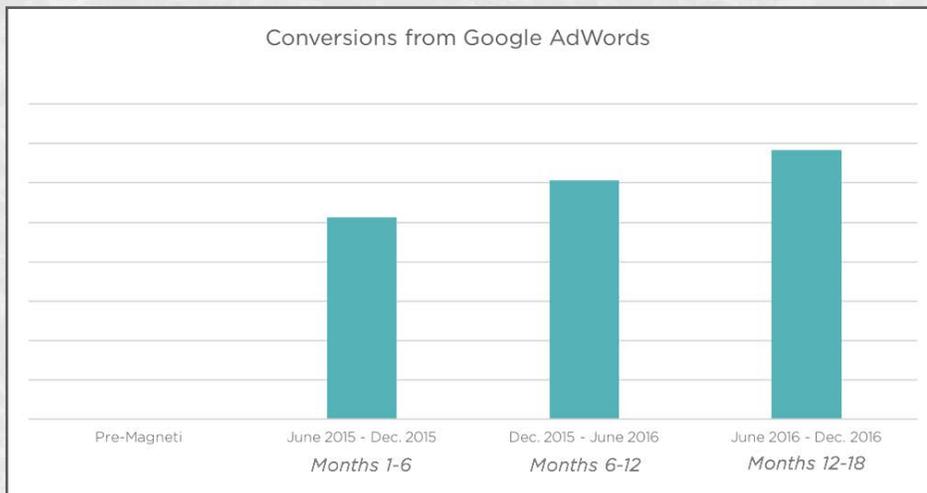
SOLUTION

Tracking online chat leads helped Magneti select keywords that drive leads through chat. Magneti also utilized message extensions (click-to-text) to increase leads. Implementing the following tactics allowed Magneti to execute successful campaigns:

- Keywords Expansion: Magneti conducted extensive keyword research to target highly qualified traffic.
- Negative Keywords: Magneti sculpted traffic by eliminating less relevant terms, enabling more spend on bullseye terms.
- Bid Adjustments: Magneti maximized Rainwater's budget by adjusting bids for day of the week, device type and location.
- Ad Copy Testing: Magneti constantly tested new ad copy to help increase conversions and clickthrough rates.
- Call-Only Campaigns: Magneti tested and implemented "call-only" campaigns, which suit the urgency of personal injury law. These ads were created to connect the injured victim to the law firm as quickly as possible.

RESULTS

Magneti started Google AdWords campaigns for Rainwater, Holt + Sexton in June 2015. This was the first pay-per-click digital advertising campaign for the law firm.



Between month six and month 12: conversions 11.56%

Between month 12 and month 18: conversions 8.38%

EXAMPLE TEXT + CALL-ONLY ADS

Rainwater, Holt & Sexton - Arkansas Injury Law Firm
Ad www.example.com/Free-Consult/Accident
Get The Settlement You Deserve. No Fee Guarantee®. Request a Free Consultation!

Call: 800-767-4815
Ad callrainwater.com
Accident Injury? Get Legal Advice.
No Fees Unless We Win, Call Now!

Accident - Need Advice? - 4 Important Steps to Follow
Ad www.example.com/Accident/Help
Get Legal Advice From an Experienced Accident Law Firm. Free Consultation!

Rainwater, Holt and Sexton - Arkansas Injury Law Firm
Ad www.example.com/Free-Consult/Injury
Injured? Trust us to protect your rights. No fees unless we win. Free consult.

Call: 800-767-4815
Ad callrainwater.com
Accident? Get a Proven Law Firm.
No Fee Guarantee®. Call Now!

ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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