

OYKHMAN CRIMINAL DEFENCE

A leading criminal defence firm with offices in Calgary, Edmonton and Toronto Canada.

120+

MONTHLY SALES LEADS

15.5%

CONVERSION RATE

4.77%

CLICK THROUGH RATE

GOALS

The summer before hiring Inbound, the team at Oykhman Criminal Defence was panicking. It was a daily struggle to keep the lights on. To remedy the problem the firm needed a predictable stream of qualified sales leads.

RESULTS

Oykhman Criminal Defence now generates over 120 qualified sales leads per month from Adwords alone while reducing its marketing expenses and cost per lead. The firm has grown to 12 full-time lawyers with offices in Calgary, Edmonton and Toronto.

www.oykhmancriminaldefence.com

“I am opening more than four times the amount of case files — the majority of them coming from our website, and that’s because of Inbound.

The biggest benefit has been the significant increase in leads finding me online and being able to convert them into paying customers.”

MICHAEL OYKHMAN