GOALS
Werman Salas, P.C. approached Inbound to support its team with a website redesign and the creation of a digital marketing campaign that would target individuals who have experienced employment or discrimination issues.

RESULTS
The results are a professionally designed website and 10 highly optimized landing pages. The multichannel campaign, which leverages Google Search Ads, LinkedIn Display and Facebook Display, generates +150 targeted sales leads per month for cases across the United States. It consistently performs at a conversion rate over 43%, and an average CTR of over 5%.

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