

WERMAN SALAS, P.C.

A Chicago-based, national employment law firm that protects the rights of workers.

+95

MONTHLY SALES LEADS

+43%

CONVERSION RATE

5.09%

CLICK THROUGH RATE

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 +95 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%.

www.flsalaw.com