

DEFEND YOUR DUI

An impaired driving law firm in Calgary, AB.

+30

MONTHLY SALES LEADS

16%

CONVERSION RATE

5%

CLICK THROUGH RATE

GOALS

Defend Your DUI is an impaired driving law firm in Calgary, Alberta. We were approached to support the firm with a digital marketing campaign to attract sales leads and generate new sales inquiries.

RESULTS

The results include a professionally designed landing page, an optimized Google Adwords campaign and +30 sales leads per month. The campaign, which leverages Google Search Ads and Unbounce Landing Pages, generates sales leads at a cost of ~\$150/each. It consistently performs at a conversion rate over 16%, and an average CTR of over 5%.

www.defendyourdui.ca/