

ONE80 LAW

A Calgary-based law firm focused on real estate, wills and estates and business law.

+25

MONTHLY SALES LEADS

12.5%

CONVERSION RATE

3.7%

CLICK THROUGH RATE

GOALS

One80 Law is mobile law firm in Calgary, Alberta that provides real estate, wills and estates and business law services. 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 +25 sales leads per month. The campaign, which leverages Google Search Ads and Unbounce Landing Pages, generates sales leads at a cost of ~\$40/each. It consistently performs at a conversion rate over 16%, and an average CTR of over 3.5%.

<https://law.oneeightylaw.ca/real-estate-law/>