

AFFORDABLE DEFENCE

A criminal defence law firm in Ottawa, Ontario.

+45

MONTHLY SALES LEADS

23%

CONVERSION RATE

6%

CLICK THROUGH RATE

GOALS

Wilson Criminal Defence is criminal defence law firm in Ottawa, Ontario. We were approached to support the firm with a digital marketing campaign to attract website traffic and generate new sales inquiries.

RESULTS

The results include a professionally designed landing page, an optimized Google Adwords campaign and +45 sales leads per month. The campaign, which leverages Google Search Ads and Unbounce Landing Pages, generates sales leads at a cost of ~\$85/each. It consistently performs at a conversion rate over 20%, and an average CTR of over 6%.

<https://law.affordabledefence.com>