

SIMPLE LEGAL WILLS

A Calgary-based wills and estates law firm.

+25

MONTHLY SALES LEADS

+10%

CONVERSION RATE

5.75%

CLICK THROUGH RATE

GOALS

Simple Legal Wills is a solo Wills and Estates law firm in Calgary, Alberta. Mr. Keirstead approached Inbound to support his firm with a digital marketing campaign to attract sales leads and 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 10%, and an average CTR of over 5%.

www.simplelegalwills.com