

JENNINGS FAMILY LAW

A family and divorce law firm in Calgary, AB.

+20

MONTHLY SALES LEADS

18%

CONVERSION RATE

3.5%

CLICK THROUGH RATE

GOALS

Jennings Family Law is a family and divorce law firm in Calgary, Alberta. Mr. Jennings approached Inbound to support his 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 20+ sales leads per month. The campaign, which leverages Google Search Ads and Unbounce Landing Pages, generates sales leads at a cost of ~\$50/each. It consistently performs at a conversion rate over 18%, and an average CTR of over 3.5%.

www.jenningsfamilylaw.ca/family-law/