

# IRIGONEGARAY, TURNEY, & REVENAUGH, L.L.P.

A criminal defense and personal injury law firm in Topeka, Kansas.

**+30**

MONTHLY SALES LEADS

**29%**

CONVERSION RATE

**3%**

CLICK THROUGH RATE

## GOALS

ITR Law is criminal defense and personal injury law firm in Topeka, Kansas. 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 +30 sales leads per month. The campaign, which leverages Google Search Ads and Unbounce Landing Pages, generates sales leads at a cost of ~\$65/each. It consistently performs at a conversion rate over 25%, and an average CTR of over 3%.

<https://law.itrlaw.com/personal-injury/>