

# WILSON CRIMINAL DEFENCE

A criminal defence law firm in Calgary, Alberta.

**+50**

MONTHLY SALES LEADS

**27%**

CONVERSION RATE

**4.5%**

CLICK THROUGH RATE

## GOALS

Wilson Criminal Defence is criminal defence law firm in Calgary, Alberta. 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 +50 sales leads per month. The campaign, which leverages Google Search Ads and Unbounce Landing Pages, generates sales leads at a cost of ~\$60/each. It consistently performs at a conversion rate over 25%, and an average CTR of over 4.5%.

<https://law.wilsoncriminaldefence.com/>