

TAX LAWYER MARKETING CASE STUDY

Tax Lawyer Reaches Specific Audience to Bring in New Cases

Goal Attract business owners with tax problems.

How did we do it? Utilizing addressable audience targeting and website retargeting.

6 Month Strategy

1. Deliver display ads to chosen audience in selected geography.
2. Created website retargeting campaigns to tag website visitors and deliver ads to that audience to encourage a return visit.
3. Install phone call tracking pixel for users that clicked or saw ads then clicked to call in order to attribute phone conversions.
4. Installed form fill tracking pixels for users that click or viewed ads then submit form to attribute conversions.

Key Solutions

Addressable Audience Messaging

18,000 Unique Users Reached

Website Retargeting

Rolling audience size of
6500 Users



AUDIENCE TARGETING

- Men
- Ages 35+
- Business Owner
- Annual household income of more than \$100K

DISPLAY ADS

We created 3 sets of ads with the following messages.

1. Does your tax debt make you afraid of your mailbox? Hire an experienced tax attorney.
 2. Behind with taxes? We can help you! Hire an experienced tax attorney.
3. Overwhelmed by IRS debt? We can get you back on track by reducing the debt. Hire an experienced tax attorney.

RESULTS

Creatives

Display

1,803,571

Impressions

252

Phone calls/ Form Fills

2,718

Clicks

0.15%

CTR