



CASE STUDY:

BAIRD LAW BUILDS CLIENT BASE USING SEARCH ADVERTISING

AN IMMIGRATION LAW FIRM LOOKS TO ONLINE CHANNELS TO FIND CLIENTS IN ITS AREA

All new businesses need clients to be successful; having a strong network is great, but sometimes it doesn't translate into actual sales. This was the case for Baird Law. As a fledgling law firm specializing in immigrations services, which aren't heavy on referrals, it needed to build a client base from the ground up. Other, more established, law firms in the area used forms of marketing like print advertising and had a steady stream of clients, so Baird Law knew it needed to be where its competitors weren't and turned to digital marketing to attract clients online.

CHALLENGE

Stephen Baird set up his own law practice, Baird Law, in North Dakota as a relatively young lawyer. It was a risky maneuver, but he saw a need for immigration lawyers in the state, so he opened for business shortly after graduating from law school.

His firm began with a steady stream of business, however, Baird wasn't at his own full working capacity and needed other channels to reach new customers. Although many law firms are built on referrals from other lawyers who need help in a specific legal area, immigration law isn't a sector that sees a lot of profitable referrals. Mostly, he consulted with lawyers in his network when they needed solutions that would satisfy criminal and legal law for their clients, but those clients didn't actually need help with the immigration process, and therefore didn't turn into actual business for Baird.

Instead of using marketing techniques of the past, Baird saw digital as his differentiator. "I tried to focus on building a website that was attractive and usable, especially because the other lawyers in the area don't really focus on that," he says. "They do more print advertising and have been around a good deal longer than me so they have word-of-mouth referrals. I knew I was going to have to focus on the Internet if I was going to bring in the business they were missing out on."

With a solid website foundation, Baird was pleased with the amount of traffic he received right away without having any real optimization or search advertising efforts, but the business that was coming in wasn't enough. "The volume just wasn't growing as fast as I wanted it to, and I wasn't getting as many responses as I'd hoped for," he says. "I figured the next step was to push the marketing a little more and be more active than passive."

KEY PERFORMANCE METRICS

IN A 90-DAY PERIOD:

214,272

Impressions



1,287

Clicks



91

Leads



150%

Increase in Client Intake Volume



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STRATEGY

Knowing he needed to connect with customers online, Baird looked into a DIY approach to his digital marketing. Although it seemed promising, he ultimately decided that it wouldn't be the best use of his time or money. "It's not terribly confusing exactly," he says, "but I didn't want to put a lot of money into a process that I didn't understand particularly well and potentially get no response from it."

Serendipitously, Baird received a call from a G/O Digital representative just at the time he was realizing that he couldn't carry out all of his digital marketing plans alone. The G/O Digital team built a strategy for Baird, walked him through the entire process and showed how the campaign would drive new clients to his firm. "[The representative] took me through the different aspects of it and what they do and how they target the keywords," Baird says. "It seemed to be a lot of what I started to look into on my own, plus a good deal of experience and knowledge behind it."

With the G/O Digital team, Baird launched a Local Search Advertising campaign in February 2015 to help drive new business for his law firm. The campaign targets 17 different keyword phrases, ranging from very generic terms like "immigration lawyer" to very specific requests, such as "H1B Visas." His G/O certified experts monitor these keywords and make recommendations to improve

KEY DIGITAL MARKETING DELIVERABLES



Local Search Advertising

Using technology, successful keyword banks and experienced specialists, local search advertising gets your business found and clicked on through Google, Yahoo and Bing searches.



Search Engine Optimization

To drive quality traffic, the G/O Digital SEO experts optimize your website using content marketing strategies that boost your organic search rankings.



Lead Capture Page

Bring customers further through the decision-making process with a page specialized for searchers who click on your search ads.

Get Compassionate Immigration Guidance
Call (701) 353-7101
 for a **FREE** Consultation

Experienced Immigration Attorney Serving Fargo, ND

Request a **FREE** Consultation

Name:

First Last

Email:

Phone Number:

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Message:

Send Request

From students to fiancées to the gainfully employed, Baird Law offers a full range of Immigration services to assist you with obtaining legal entry, legal status to stay and legal work authorization in this country.

Immigration law can be confusing and complex, and the consequences for misunderstanding it can be dire. Having a lawyer by your side from the very beginning can save a lot of money, time and trouble by finding the best options and getting it right the first time.

Call (701) 353-7101 today to schedule your **FREE** consultation.

G/O Digital crafted a landing page specifically for Baird Law's PPC campaign, making it easy for searchers to get in touch with the firm.

the campaign over time — sometimes certain keywords become less effective and others emerge as better options.

All of these search ads link to a Lead Capture Page for Baird with specific information that is slightly different from his website. He can track who has clicked on his search ads and who has actually called through the G/O Digital Reporting Dashboard, but Baird says that number is actually even higher because of how some searchers surf around the Internet. Baird occasionally has clients that haven't contacted him through the Lead Capture Page, but he knows they found him through that because they're talking about the information that is specific to that landing page. "I know they came from the G/O Digital click-through page," he says, "and they must have found their way back to the main site and used that number instead.

90% OF WEBSITE TRAFFIC GENERATED BY PAID SEARCH ADS IS NEW TRAFFIC.

Baird started with search advertising because he wanted to see measurable results right away. He had given thought to SEO when building his website, but, at the time, he just didn't know if it would make a huge difference. "I knew SEO would be a longer-term project," Baird says. "I was more interested in something that I could gauge immediately because I wanted to know: is digital marketing even going to be an approach that works?"

With the search advertising campaign already underway and performing well, Baird decided to start the SEO campaign he had previously considered. His main goal is to have his site rank higher organically and pull traffic in from searchers that might not click on search ads. The G/O Digital team is now optimizing Baird's online presence for 10 search topics so he can have a higher organic rank and get more quality traffic and actual business.

RESULTS

The search advertising campaign is relatively new, but it's had great results. After it had been in place for just three months, **Baird Law had 1,287 actual clicks** from its search ads. And the best part is that **91 of those clicks turned into actual customers** for Baird — and he's pleased with the results. "I'd say the average call volume has doubled," Baird says. "And it's been about a 150 percent increase in client intake volume."

The clients that are coming in through the search advertising campaign are also spending more, according to Baird. Prior to the campaign, he saw a lot of typical immigration need requests, such as spousal green cards and work visas. Now, he's seeing more business-related immigration inquiries. "Since the PPC campaign started, I'm seeing a significant increase in the number of business-related immigration things, which is good because that's where a lot more money

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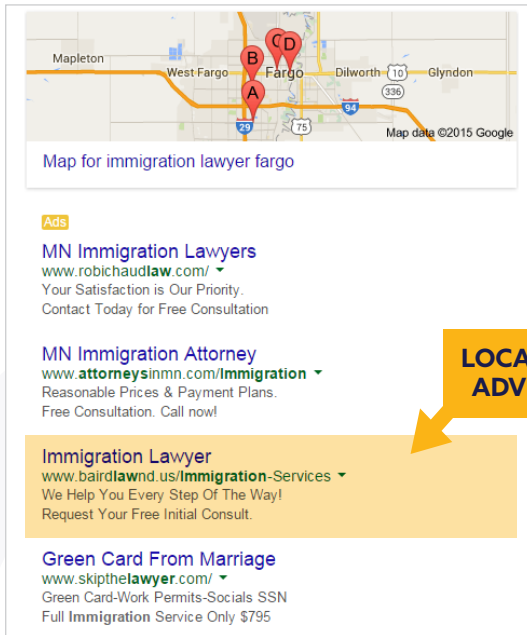
— Stephen Baird, Baird Law

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is,” Baird says. “Those are more complicated, take more time, and the price per client is higher, which would require a lower client volume.”

Business is increasing because of the search ads, and Baird is finally feeling like he is at his working limit. “[The work] is not to the point that I can’t handle it, but before I started, the client volume wasn’t enough to keep me engaged at all times,” he says. “[The campaign] has gotten me closer to my own full working capacity, which is good.” And it might even put him on track to expand his business, which is something he’s had his eye on, knowing it would take a few years and a steady stream of clients to actually happen.



Baird Law's PPC campaign

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CONCLUSION

In a market where referrals and client-centric business reigns supreme, Baird Law saw a major hole in the marketing landscape. By leveraging his online presence with Local Search Advertising, Baird got his practice in front of new customers, whom he could build new, lasting relationships with. As a young firm, he made his own way in a competitive market by going where his competitors weren’t.

“The biggest goal I was going for was getting a greater volume of traffic through the door,” Baird says. “I was always fairly confident that once they came in, I could convert them into clients. It was just getting them to even know I exist and getting them through the door that I couldn’t quite manage on my own.”

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