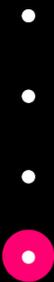




# GOOGLE ADS

## Case Study





**MCPHERSON**  
MARKETING GROUP

## **Our Client:**

This client is a leading criminal defense attorney which hires private investigators, forensic toxicology, DNA, and other experts to provide legal defense.

## **Goal:**

Generate high-quality phone calls and leads for their defense practice.

## **Project Duration:**

6 Months

## **Problem Statement:**

The company needed new clients for their local law practice.





## Strategy (Overview)

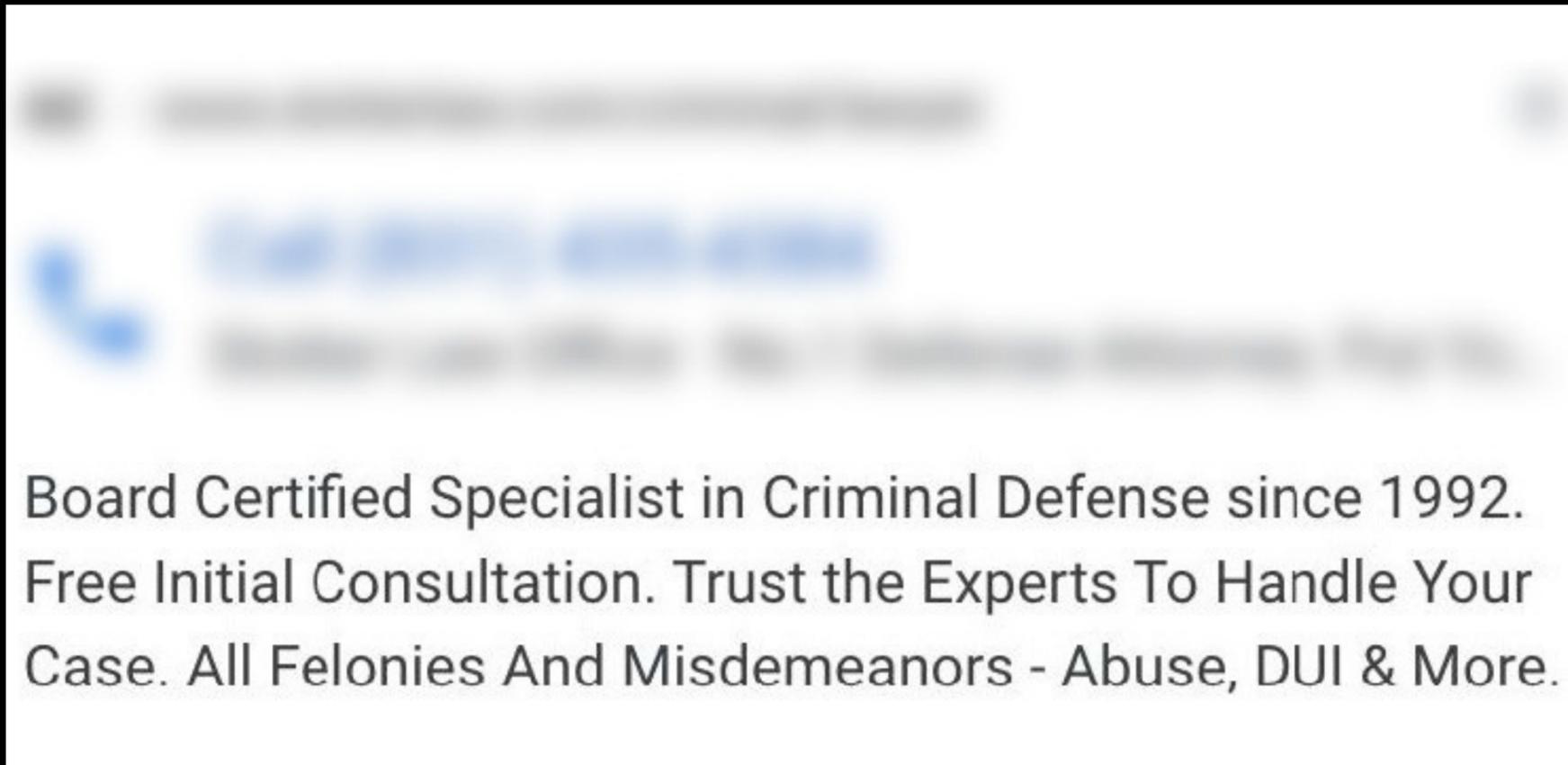
The client wanted to grow their practice and reputation by showcasing their expertise on their website. The team decided to set up a search campaign optimized for phone calls.

### The target audience was based on income and interests:

<b>Target Audience</b>	<b>Interest:</b>	<b>Language:</b>	<b>Age group:</b>	<b>Income class:</b>
Custom Audience	In the market for defense attorney	English	25 - 65+	Top 50% and up



# Best Performing Ad



- The team used search ads which used keywords to match the user's interests.
- Each campaign had an ad pointing to the client's specific landing page.
- This was a very healthy campaign with a very healthy ad impression size of 3k+ views.
- After generating quality link clicks and phone calls, we did not create a similar campaign for remarketing.



## Key Metrics

Unique impressions	Phone Calls	Conversions	CTR
3,727	33	34	1.93%

**\$ Budget:** \$500 Per Month

**📍 Location:** Santa Cruz and Monterey Counties, California

## Solution (Campaigns Used):

**Search Ads:** Finding people who are intentionally looking for the client's services.

**Click-to-Call Ads:** Generating call only ads for all business types.

The Google Ads team actively optimized each campaign to achieve optimal results.

## Final Outcome

This resulted in new business for the client and potential future growth.