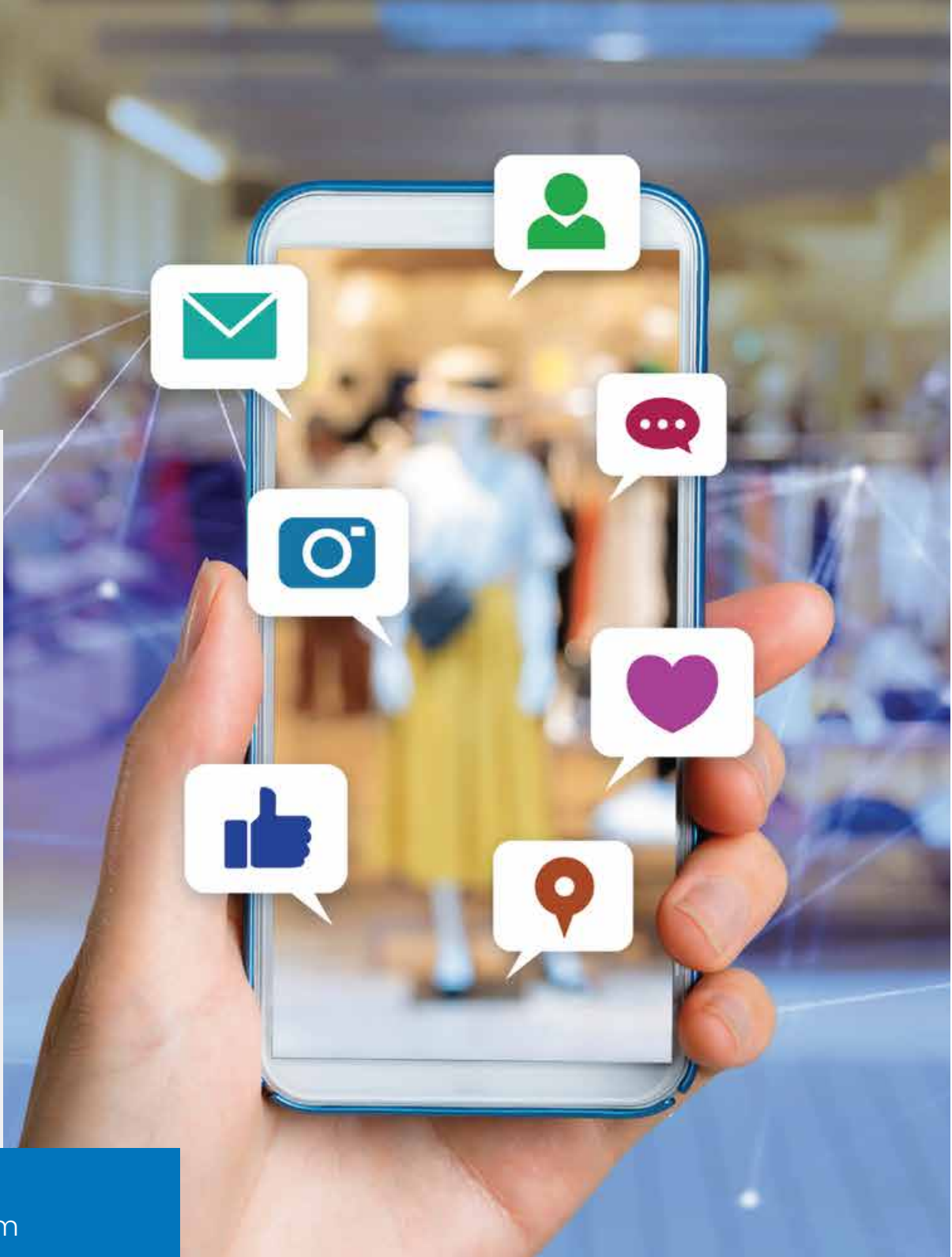


Digital Estate Media Case Study





One way to make sure you are found on the web is with an optimized digital marketing strategy. Most digital marketing strategies and campaigns have following 5 objectives.

Why digital Estate Media?

We have a unique entrepreneurial approach to how we work with our clients.



People

Our People are the lifeblood of our success. We have spent the last 3 years building a culture of excellence and a support to ensure long term growth.



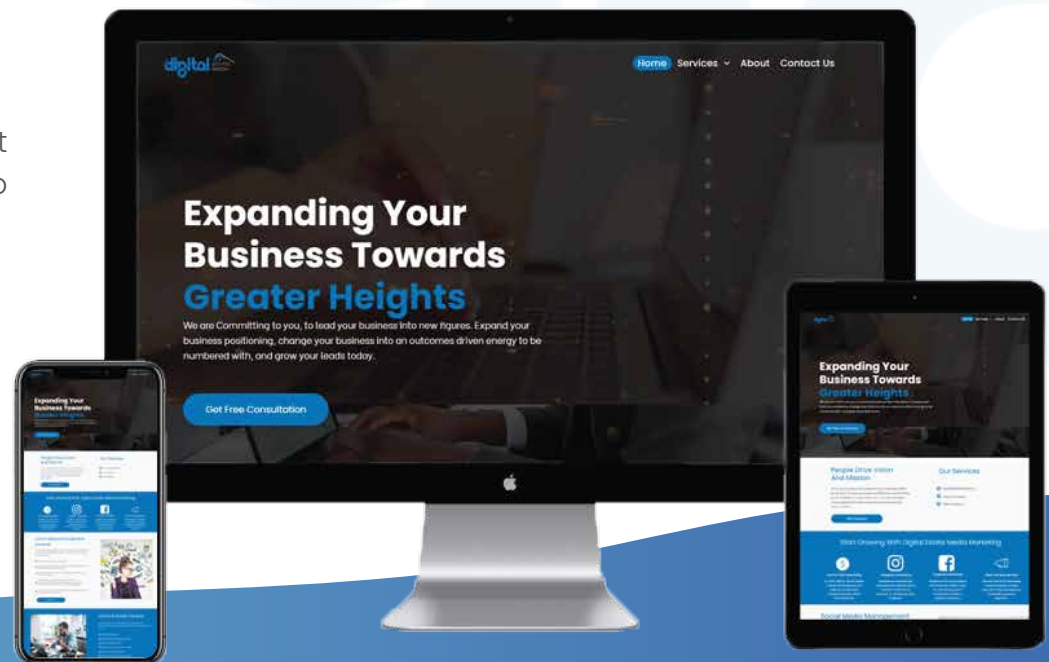
Technology

We are up to date on the latest and most effective platforms to help deliver value to our clients and partners.



Process

Once we understand how you operate, we optimize the workflow to fit your growth stage and help scale.



digital

Estate Media

Marketing Measurement

- ✓ Social Media Marketing
- ✓ Google Ads
- ✓ Tik Tok Ads
- ✓ Facebook Ads
- ✓ Email Marketing
- ✓ LinkedIn As A Service (Lead Generation)



We help you grow

We were able to generate new business for the client and provide opportunities for expansion.

Over Traditional Marketing

- ✓ Sales CRM Development
- ✓ Sales Management
- ✓ Project Management Updates
- ✓ Scheduling
- ✓ Virtual Assistance
- ✓ Telemarketing
- ✓ Customer Service
- ✓ Customer Support



Client Intro

Client Intro – 20 Personal Injury Leads with the Lifetime Spend of 1.3k

This personal injury lawyer planned to double-down on marketing but wanted to carefully test digital marketing in a shorter period. We dazzled him with the results in 2 weeks of vigorous testing.



The Challenge

To bring a high number of super-converting leads in a brief time window.

The Process

- + We ran in-depth research to find the client the best matching creatives and assets.
- + On day 4, we initiated the TOF campaign with multiple ad sets and 10 highly targeted lookalike and interest-based audiences.
- + Initially, we gave the CBO campaign a daily budget of \$30/day.
- + The plan was to gradually increase the budget while consistently shutting down the low performing ads.



The Results

- + The team successfully earned 23 highly targeted leads in 10 days.
- + The CPL was under the desired target of 41% (target was \$100, but we brought leads at \$59.53)
- + 2 out of 3 adsets worked really well.
- + By the end of week 2, we got 2 winning creatives & 3 winning copies, and a blueprint of success to base the future campaigns on.

The client did not delay finalizing the contract for long.



Client Intro

Client Intro – Email Marketing

A lawyer coach Email Marketing Case Study. A lawyer coach in San Jose, CA needed help with Email Marketing to grow leads, see below how we did it.



The Email Marketing Challenges

- + The email list we had for this client was at least 8 months old
- + The list was unengaged and the client had not sent an email to the list in six months
- + The client did not have any valuable content that could have been used to nurture the leads
- + The open rate for the past emails averaged less than one percent



Our Strategy

- + We had 12k emails on this list for our legal marketing client that wasn't producing any results. The open rate was less than 1% and the click-through rate was close to zero
- + We quickly identified that the email list wasn't responsive and needed to be cleaned before creating a full email campaign. But at the same time, we didn't want to throw out emails from the list based on the previous data and wanted to run a few tests
- + With this purpose in mind, we created a new lead magnet (how to get more reviews on Google and Avvo), which was then connected to a webinar and a done-for-you service to get more reviews
- + In the coming months, we continued this email sequence for new people who were added to the list and created other valuable content for people who were engaged previously



The Results

- + Before sending this out, we prepared the audience for a BIG surprise and sent out an email with a hint to the surprise and free content – offering value in advance. The open rate on that single email jumped to 17% and we received replies from people asking for more info
- + After 24 hours, we launched a 5 part email sequence based on the lead magnet we had created and we bagged 1,339 leads – people who downloaded the guide on how to get more reviews Our visual geniuses and copy wizards created engaging assets and creatives to use for the TOF campaign we were to run for the client.
- + Right after that, we launched a webinar email sequence and got over 150 people signed up for the webinar. And with the webinar follow up sequence, we were able to sell the done-for-you service to 16 awyers. Boom!
- + Based on the response, we added 23 more emails to the top of the funnel and started sending emails every day to unengaged users. At the end of the 2nd month, we were able to generate 3,400 more leads (people who downloaded the guide) and sold done-for-you service to 21 more lawyers
- + After 2 months, we cleaned the list and by removing emails who had not opened any of our emails.?
- + After 6 months of working with this client, our average open rate is 23% and CTR 10.4% (some of the emails don't have a CTA, just the valuable info)

Client Intro

A law firm in Phoenix AZ

Client Intro Law Firms

The Challenges

- + This lawyer-client did not have full control of the site when they signed up with us
- + Their site structure was not SEO friendly at all
- + Most of their content was not optimized for any particular keyword
- + Their search visibility was almost non-existent
- + The law firm had multiple practice areas but the site was unstructured
- + They had been burnt by the Indian SEO company
- + The site's mobile load speed was improved significantly

Account Overview

Ad name	Delivery	Results	Reach	Impressions	Cost per Result	Amount spent	End	Link Clicks
5 Tweaks Cold Targeting	Active	18 Leads	2,699	5,577	\$7.86 Per Lead	\$141.43	Outging	58
Result from 1-3d		18 Leads	2,699 People	5,577 Total	\$7.86 Per Lead	\$141.43 Total Spent		58 Total

Ad name	Delivery	Results	Reach	Impressions	Cost per Result	Amount spent	End
Affluent Client - Connectio	Not delivering Ad set is off	83 Leads	4,737	35,869	\$11.21 Per Lead	\$930.52	Outging
Result from 1-3d		83 Leads	4,737 People	35,869 Total	\$11.21 Per Lead	\$930.52 Total Spent	

Ad Set name	Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount spent	Ends
Attorney Authority Reboot-Connectio	Active	44 Leads	2,611	14,918	\$9.42 Per Lead	\$5.00 Daily	\$414.43	Outging
Attorney Authority Reboot		131 Leads	10,627	73,403	\$12.66 Per Lead	\$20.00 Daily	\$1,658.45	Outging
		175 Leads	10,916 People	5,577 Total	\$11.85 Per Lead		\$2,073.08 Total Spent	

Our Strategy



- + We did an in-depth audit of the site
- + Created a detailed plan to follow and got it approved from the client
- + In the first phase, we resolved all the structural issues of the site
- + We also resolved the technical issues to maximize the search visibility
- + We fixed the existing content to include the demanded keywords by the client
- + We created fresh, unique, and fully keyword-optimized content to gain maximum visibility
- + High-quality backlinks were added periodically to strengthen the overall SEO game
- + AMP – Accelerated Mobile Pages were created and implemented for the better mobile experience

The Results

- + This law firm website was structured for the best results
- + The site gained 193% organic traffic within the first 7 months
- + The bounce rate dropped from 96% to 68%
- + The site was ranked on the 1st page of Google for 21 competitive keywords





Client Intro

Client Intro – Law Firm SEO 1

A Law Firm SEO Case Study. A law firm in Phoenix, AZ needed SEO services to get more traffic and leads. Learn how we did it in this Law Firm SEO Case Study.



The Challenges

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