

ELDER CARE LAW FIRM INCREASES PROFIT

By Finding New Revenue Streams With Generational Marketing™'s Digital Marketing Expertise



GENERATIONAL MARKETING™ CASE STUDY

THE GOAL

Dinkelacher, Goodall & Tomchak is a full-service law practice focused on helping the elderly and their families plan for the future. When we first started working with the firm they wanted a simple, hands-off way to grow their client list by finding the people who needed their help in a cost-effective manner. Having never collected leads online outside of their website, John and Matt turned to us to build their online presence and develop a high ROI method for collecting leads through digital marketing.

THE IMPACT

Facebook Leads

(\$77.43 AVERAGE CPL)

New Lead Sources

100-120 LEADS/MONTH

Additional Revenue

(\$300,000)

IN 20 MONTHS
FROM 120,000 MONTHS

HERE'S WHAT WE FOCUSED ON

- 1. BUILD AN EFFECTIVE DIGITAL BRAND FROM THE GROUND UP ON BOTH FACEBOOK AND GOOGLE.**
- 2. GENERATE LEADS FROM THESE NEW SOURCES THAT CONVERTED THROUGH THEIR EXISTING SALES FUNNEL AT THE SAME OR BETTER RATE THAN WHAT THEY WERE ALREADY EXPERIENCING.**
- 3. RE-ENGAGE PAST CUSTOMERS WITH TARGETED DIGITAL CAMPAIGNS TO FOSTER REPEAT BUSINESS.**

THE RESULTS

The team at Dinkelacher, Goodall & Tomchak never utilized any form of digital marketing before working with us. Because they'd never experienced digital leads, they had no idea what success would look like.

When they launched in April 2021, we helped them establish a plan of success that would contribute to their overall business goals. After launch, they went from no digital leads to an average 100-120 digital leads per month. Matt and his team were able to nurture these leads through their actual sales funnel with great success. In the thirteen months, they were able to onboard enough clients from digital marketing alone to contribute a whole new revenue stream for the practice. They generated **\$300,000 in additional revenue from these new campaigns**, with a return on ad spend of about \$180,000.

Our team of marketing experts is here to help you unlock the unlimited growing power of digital marketing. Whether you're a novice or a seasoned digital marketer, we provide expertise and coaching that will help you take your results to the next level.