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# The Long-Term Benefits of Diversifying

Your Marketing Investment



Consumers today are more open -- and even accustomed -- to change. That means they are also more willing to explore new services, switch services, or research different companies before making decisions.

This willingness of potential clients to explore options creates multiple avenues for businesses—specifically law firms—to tap into that pool of consumers.

Firms are continuing to invest in proven efforts like **Legal SEO** to reach new prospects, but they are also diversifying their marketing investment to create avenues that tap into that pool because today there is no direct one-to-one attribution for marketing tactics which is why firms are opting to go agile with an SEO and digital advertising investment.



**While SEO focuses on your firm's long-term success, firms choosing SEO plus an agile digital advertising framework experience the following successes:**

- + Greater customer satisfaction
- + Flexibility that allows their advertising investment to be directed where trends and data suggest it should go—better use of marketing dollars
- + Frequent releases through different channels
- + Higher level of adaptability than previously
- + Quicker response time to all changes

**Success in reaching clients today requires being available in multiple places they are searching, as well as being able to switch gears and make smart decisions faster.** A case of two firms—one that uses SEO only and one that has diversified and uses SEO plus digital advertising—is described here to show the difference between the two approaches and what each brings to the table. The firms discussed are:

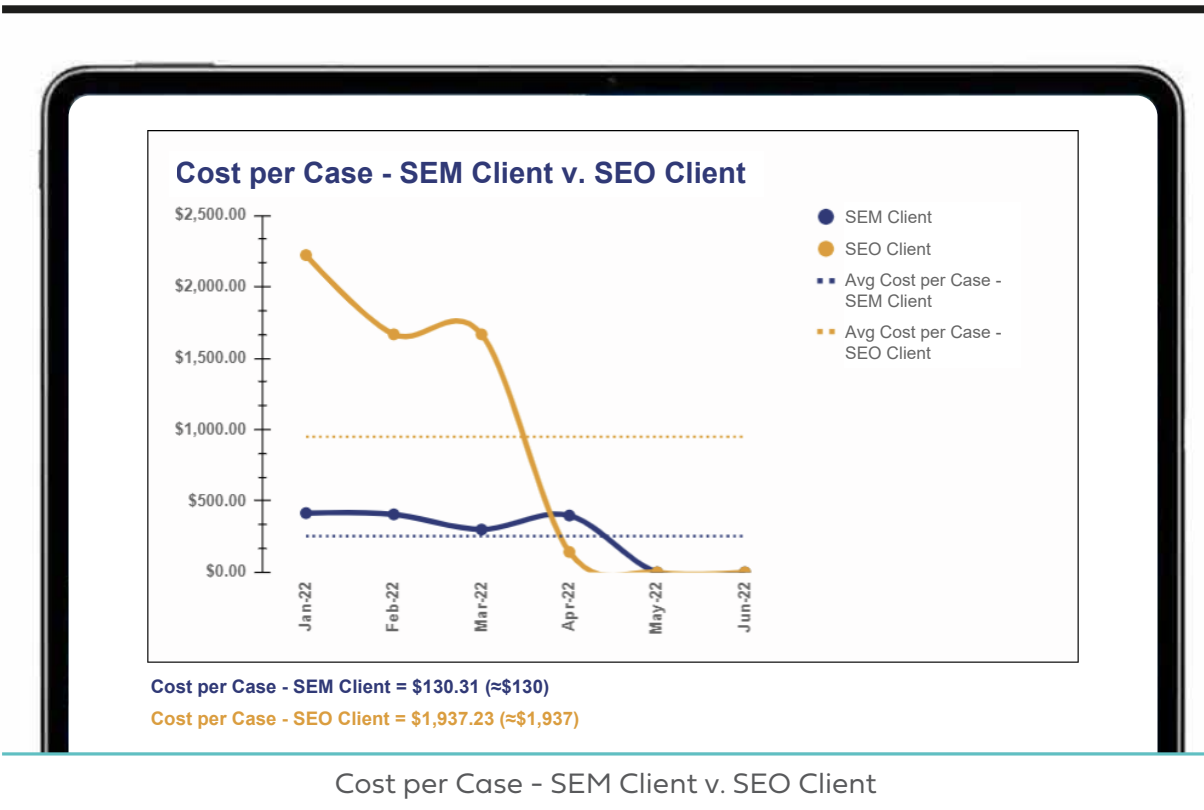
- + **SEO Client**, investing in SEO only
- + **SEM Client**, investing in SEO and digital advertising

The time period covered in the comparison is the 12-month interval from **June 2021 - June 2022.**

## The average cost per leads and cost per case

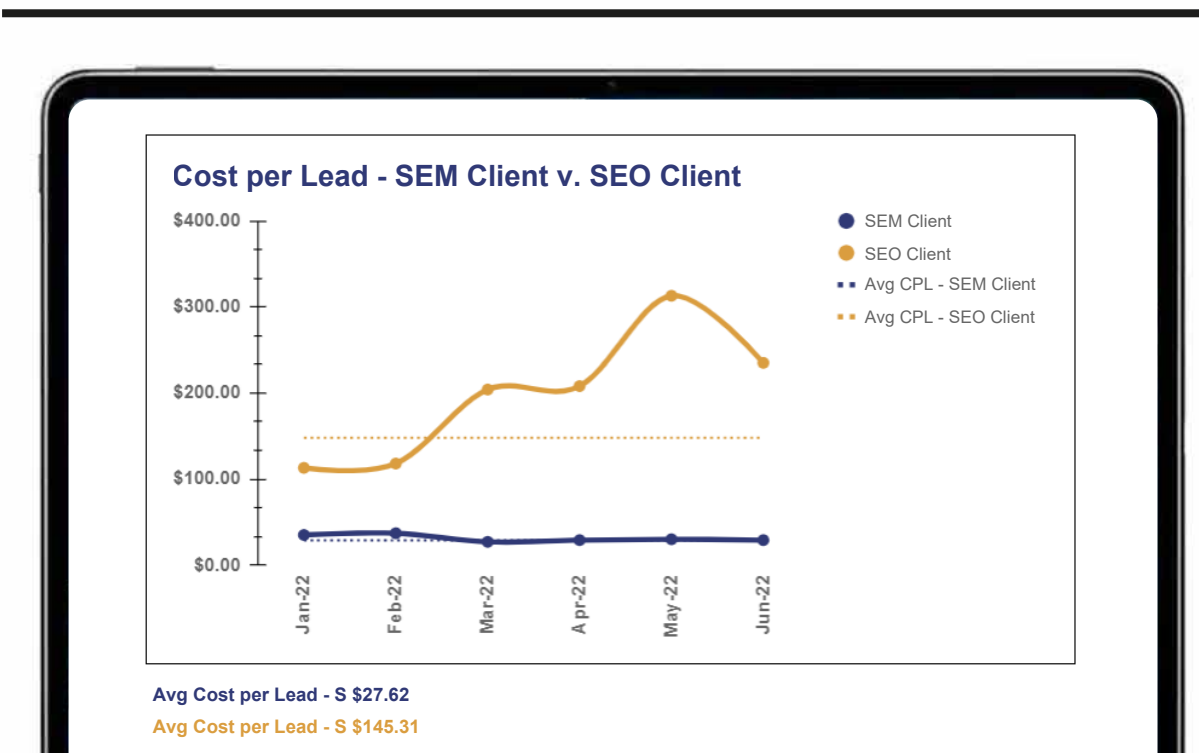
**Note:** We rely entirely on our clients to share case information with us at month's end. While the last couple of months showcase 0 cases for **SEM Client**, for example, this number is not accurate. Even so, there is sufficient data to establish a pattern.

As shown in the chart, the average cost per case for **SEO Client** is around \$1,937, and they see a tremendous drop between month 1 and month 11 in the per case cost. However, Sawaya's average cost per case is around \$130 and remains stable from month 1 through the end of the period.



As for the cost per lead, the next chart shows that **SEO Client** fluctuates between an increase and decrease in cost, but by month 12 there is a steady decrease, and as a whole their cost per lead stays on average in the range of \$145.

For the same time period, **SEM Client** cost per click stays around \$27.

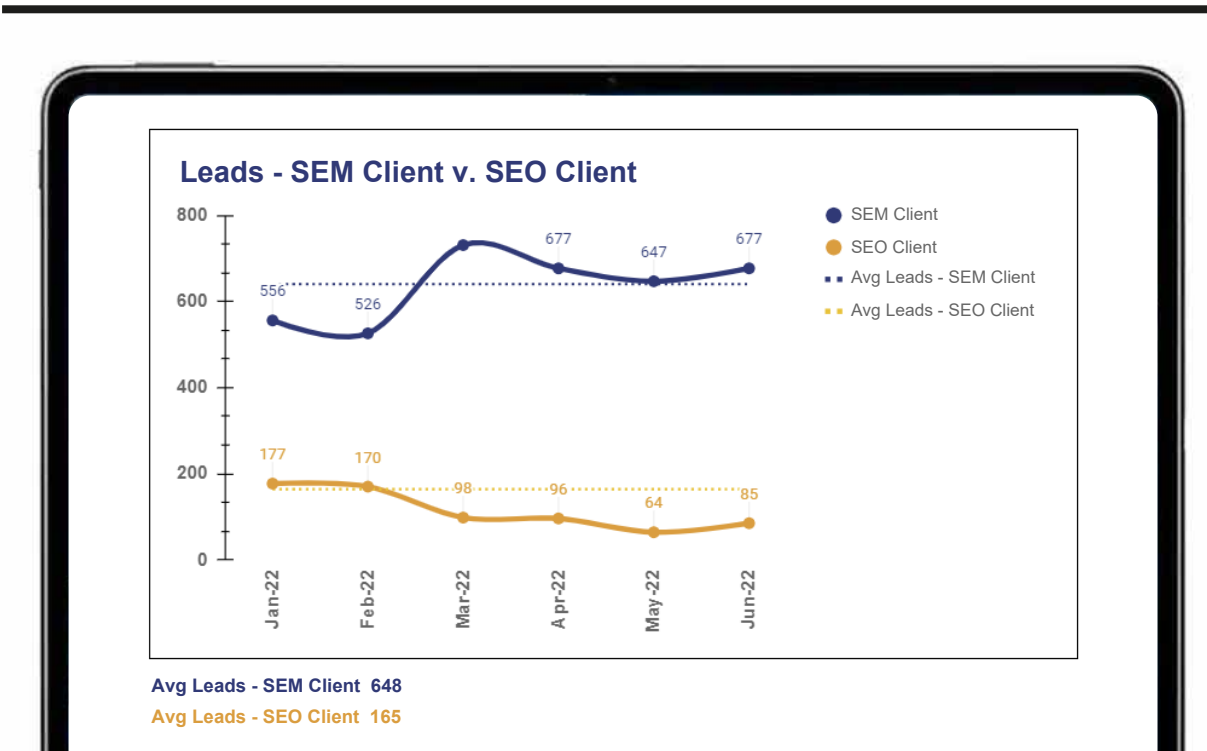


Cost per Lead - SEM Client v. SEO Client

## The average leads and cases

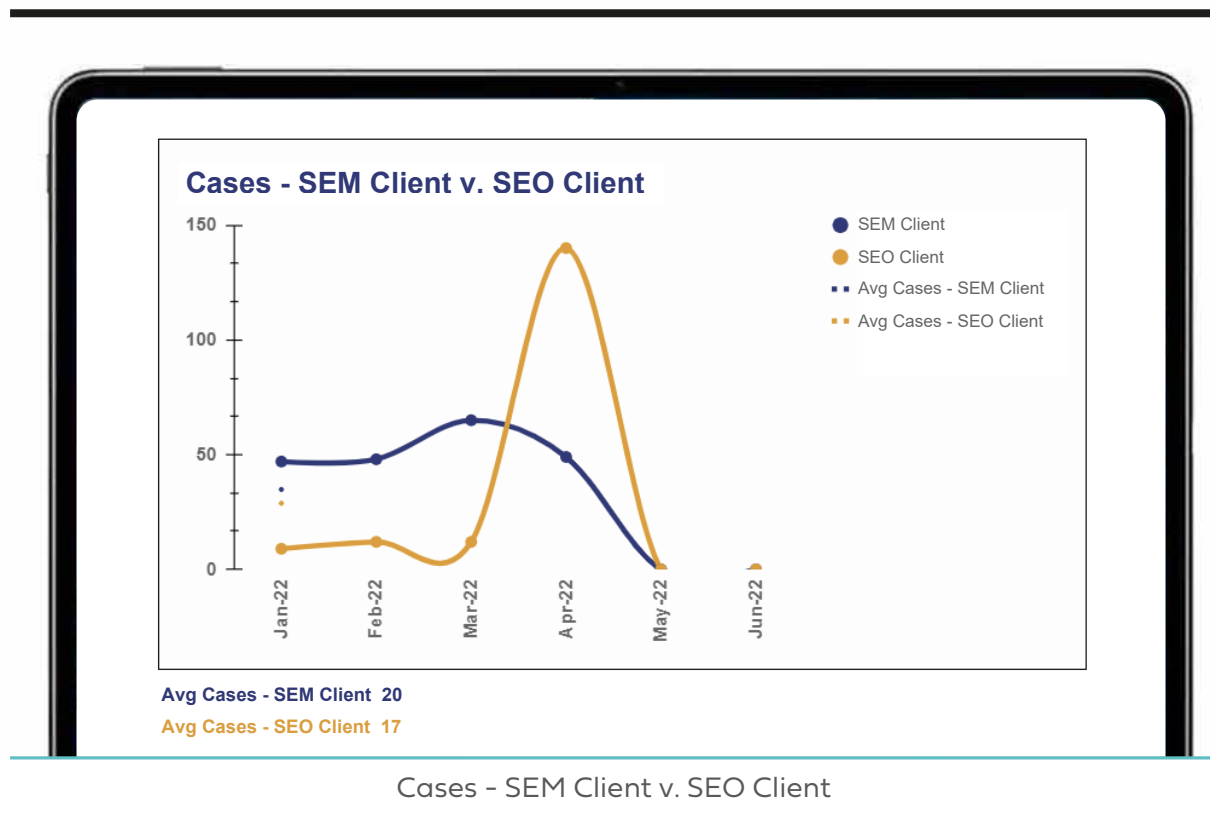
**Note:** There are a few gaps in the case section for **SEO Client** by the final months, not because their case intake neither decreased or increased, but because that information was not disclosed. Even so, there is sufficient data to establish a pattern.

The chart shows that both firms attract leads through their digital strategy, with **SEO Client** seeing an average number of 165 leads between month 1 and month 12. **However, SEM Client almost 4X the amount of leads**, on average around 648, for that same period of time.



Leads - SEM Client v. SEO Client

The chart below shows that cases do follow the leads, and **SEO Client** sees a steady number of cases coming in, around 17 per month on average. In contrast, although **SEM Client** case intake fluctuates, **they are receiving more cases on average (20 to be exact) through a diverse number of digital advertising channels and their SEO investment.**



Ultimately, these two cases show that any digital investment is worthwhile, but that diversifying your investment makes securing a bigger market possible– and achievable.



**If you're ready to diversify, we're ready to help!**

