

# YouTube Advertising Campaign Case Study

Many law firms spend significant time and money **Creating Video Content**, but fall short in promoting them to maximize value.

 **90 days**

Campaign Length

 **5558 hours**

Total Watch Time

 **808**

Earned Views\*

 **\$12,391**

Ad Spend

 **26 minutes**

Average View Time  
Per Dollar Spent

 **3,833,848**

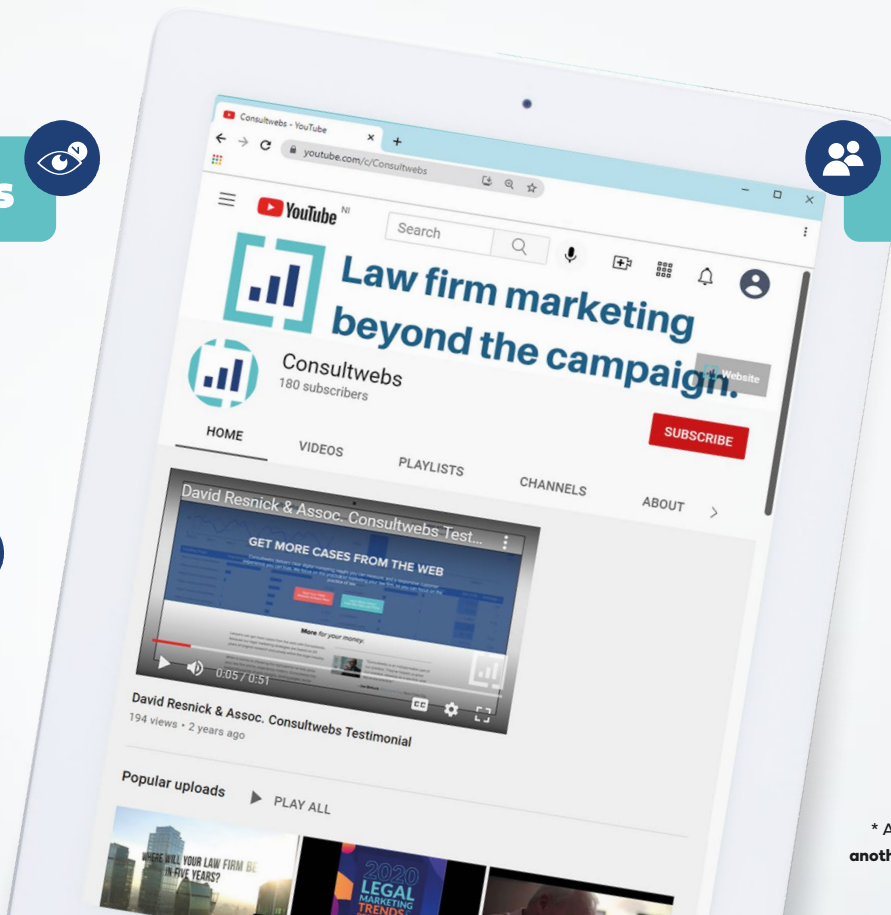
Impressions

 **33%**

Increase In  
Phone Calls

 **\$0.03**

Average Cost  
Per View



\* An earned view is when someone watches another video on your linked YouTube channel, within 7 days of watching your ad.

*"We've been with Consultwebs for several years now. They have been instrumental in helping us meet our marketing goals. They set up a marketing plan for us, designed a new website, gave us suggestions for community outreach, helped us get on YouTube and overall they have always been very responsive for any kind of questions we have. I can't be more pleased with the work that they have done for our firm."*

David E. Vtipil, Attorney at  
Younce, Vtipil, Baznik & Banks

Ready to start your YouTube campaign?

**Get in touch with us today!**

YouTube