

## Digital Marketing Performance Study

# How Mindtap Transformed a Law Firm's Client Acquisition Strategy

### Challenge

A disability law firm partnered with Mindtap Marketing to improve their digital marketing performance in a highly competitive local market. The firm was competing against more established players with larger budgets and needed to maximize their marketing investment and grow their client base.

### Approach

Rather than competing head-to-head for market share with larger competitors, Mindtap Marketing developed a precision-targeted strategy focused on:

- Identifying and capturing high-value client opportunities
- Optimizing conversion pathways
- Maximizing return on ad spend

### The Results

#### Client Acquisition

- *118.6% increase* in potential client inquiries
- 44% month-over-month increase
- Peak conversion rate of 42.1%
- Sustained improvement in inquiry quality

#### Cost Efficiency

- Reduced cost per client inquiry by *42.5%*
- Improved conversion rates by over *55%*
- Achieved stronger results with optimized targeting

## Impact

Through Mindtap's strategic optimization, client:

- More than doubled potential client inquiries
- Cut cost per acquisition nearly in half
- Built a more efficient and sustainable marketing model
- Maintained competitive position against industry leaders

## Mindtap Delivers

### Smart Growth Strategies

- Focus on metrics that matter to your business
- Optimize for quality over quantity
- Build sustainable competitive advantage

### Cost Efficiency

- Maximize return on your marketing investment
- Reduce waste in ad spend
- Lower cost per client acquisition

### Competitive Edge

- Compete effectively against larger players
- Build market presence strategically
- Focus on profitable market segments

## Our Approach

### Strategic Planning

- Deep understanding of your business and goals
- Competitive market analysis
- Custom strategy development

### Expert Implementation

- Advanced targeting capabilities
- Continuous optimization
- Ongoing performance monitoring



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## Results Focus

- Clear performance metrics
- Regular reporting and insights
- Strategic recommendations

## Transform Your Digital Marketing from Cost Center to Revenue Driver

- Generate more qualified leads
- Reduce your marketing costs
- Build sustainable growth
- Compete more effectively

## Contact us to learn how we can help you!

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