Executive Case Study

Turning Law Firm Marketing Into a Measurable Lead-Generation Strategy

Executive Summary

For one family-law firm, generating leads was only part of the marketing challenge. Understanding where those leads originated, which channels attracted potential clients, and how to allocate limited marketing resources were equally important.

The firm engaged Equivity for dedicated marketing support after recognizing that it lacked clear visibility into its marketing performance. Equivity assigned a Marketing Specialist who managed a range of marketing activities while establishing more structured reporting and lead tracking.

The engagement generated 996 qualified leads while giving the firm a clearer understanding of its lead sources, marketing channels, and content performance. By connecting marketing execution with measurable results, Equivity helped the firm make more informed decisions about where to focus its efforts.

Engagement At a Glance

Client	Independent family-law firm
Objective	Strengthen lead generation and improve visibility into marketing performance
Scope	Lead-generation strategy, analytics and reporting, paid advertising, website content, email campaigns, podcast publishing, and lead-generation platform management
Key Result	996 qualified leads generated, with lead sources and cost per lead tracked

The Challenge

The firm's primary marketing concern was lead generation, but it lacked a consistent process for understanding which activities were producing results.

Without reliable reporting, the firm had limited visibility into where inquiries originated, how visitors reached its website, and which campaigns or content attracted potential clients. This made it difficult to evaluate marketing performance, determine which efforts warranted greater investment, and allocate time and budget effectively. The firm needed marketing support that combined execution with consistent tracking and reporting, giving it a clearer basis for deciding where to focus its efforts.

The Equivity Solution

Equivity assigned a dedicated Marketing Specialist who began supporting the firm within weeks of the interview process. The specialist combined day-to-day marketing execution with a more structured approach to reporting and analytics.

The work established clearer tracking of lead sources and cost per lead while monitoring website activity, organic traffic, paid campaigns, and email engagement. This helped the firm evaluate its marketing across multiple channels rather than treating each activity in isolation.

The approach also supported ongoing refinement. By reviewing performance data, the firm could better identify which channels were attracting visitors, which content was gaining attention, and which marketing activities it believed were bringing in clients.

Scope of Support

The Marketing Specialist supported several connected areas of the firm's marketing:

- **Lead generation and tracking:** Tracked lead origins and cost per lead, and reviewed website leads alongside phone inquiries.
- **Analytics and reporting:** Monitored website activity and examined organic traffic in relation to paid campaigns.
- **Paid advertising:** Managed Facebook Ads and tested English-language, Spanish-language, and hybrid campaign approaches.
- **Website content:** Created and updated content while reviewing which pages and blog posts attracted visitors.
- **Email marketing:** Managed campaigns and monitored open, click-through, bounce, and unsubscribe rates.
- **Content and podcast support:** Edited and published podcast content to help the firm maintain its digital content efforts.
- **Lead-generation platforms:** Managed ConvertIT and other lead-generation tools.

Results

996 Qualified Leads Generated

Equivity helped the firm generate 996 qualified leads, while tracking lead sources and cost per lead. This gave the firm a clearer view of where potential clients were coming from and a more measurable foundation for evaluating its lead-generation efforts.

Greater Visibility Into What Drives Website Traffic

Reporting revealed that Facebook Ads accounted for approximately 60% of website traffic, while blog content generated approximately 37% of website page views. These insights helped the firm understand the contribution of paid advertising and educational content to its digital marketing performance.

Email Engagement Above the Industry Benchmark

The firm achieved a 49.66% email open rate in one reported month, compared with the report's cited industry benchmark of 20%. This provided a measurable indicator of audience engagement and a benchmark against which to evaluate email campaign performance.

Marketing Decisions Informed by Performance Data

With more consistent reporting in place, the firm gained a better understanding of its lead sources and marketing performance. It used these insights to improve its website, devote more attention to podcasting, and redirect marketing projects toward activities it identified as bringing in clients.

The result: Equivity helped the firm move beyond managing marketing activities to measuring performance, understanding lead sources, and making more informed decisions about where to focus its efforts.

Key Takeaways

- **Lead generation needs visibility.** Tracking lead sources and cost per lead helps a firm understand where inquiries originate instead of relying on marketing activity alone.
- **Performance data can inform priorities.** Website and campaign analytics helped clarify which channels and content attracted visitors.
- **Consistent execution and measurement work together.** Dedicated support helped the firm manage multiple marketing functions while bringing more structure to reporting.
- **Marketing decisions become more deliberate when performance is visible.** The firm used its findings to adjust its focus and devote more attention to activities it identified as generating clients.

Could This Model Work for Your Business?

For many law firms, marketing can become another responsibility competing with the demands of client work. Equivity combines dedicated marketing support with performance tracking, helping firms coordinate marketing activities, understand where leads originate, and make more informed decisions about where to focus their resources.

Contact Equivity to learn how dedicated marketing support and clearer performance insights can help your firm make more of its marketing efforts.