

Perfect Recipe... for Disaster!



We are committed to making sure our strategies match your goals

Challenge

A Personal Injury firm hired Accelerate Marketing but failed to stick to the agreed strategy, leading to a loss of leads.

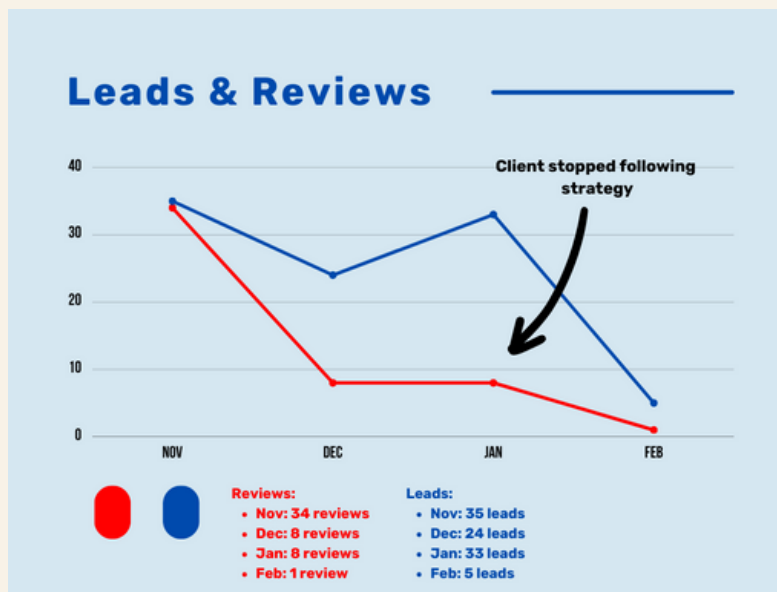
Background

The Personal Injury firm had been seeking ways to increase its client base and generate more leads. they decided to hire Accelerate Marketing to help them achieve their goals.

Accelerate Marketing proposed a comprehensive strategy that involved getting consistent numbers of reviews per week. After the marketing strategy was presented to the firm, they initially agreed to proceed with its implementation. However, as time went on, the firm became increasingly hesitant about fully embracing the proposed strategy that resulted in a significant loss of leads

Results

In the first 30 days of working with Accelerate Marketing, the Personal Injury firm saw significant improvements in its lead generation efforts. Through its partnership with Accelerate Marketing, the Personal Injury firm was able to increase its lead volume and improve the quality of its leads. However, in February 2023, the firm stopped getting reviews for two weeks which resulted in a decrease in their lead volume as shown in the graph below.



Conclusion

This case study highlights the importance of sticking to a well-thought-out marketing strategy. The firm learned that getting consistent reviews can make a big difference in their lead generation efforts.

Contact us if you are looking to get a higher ROI and grow your business

www.accelerateyourmarketing.com