



Mobile Marketer's Personal Injury Guide

How Location-Based Advertising
Drives Awareness



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Market Challenge

Drive awareness, consideration, and clients for law firms specializing in personal injury law given that prospective clients:

- Rely on word of mouth referrals for professional services, including attorneys
- Are largely uninformed about how to select the right personal injury lawyer
- Unprepared at the time of crisis to select the right representation

Solution

Marketron has two proven mobile location advertising services that can deliver targeted ads to educate and influence prospective clients and referrers. Our location-based services outperform non-location based ads in driving click through rates (CTR) and enrollment.



GeoFencing

Deliver ads using geo-fencing to raise awareness and educate prospective clients and/or referrers in your catchment area. You determine how large you want to set the geo-fence to capture your desired audience. Only consumers within the defined areas will be served the ads.

GeoRetargeting

Deliver ads to prospective clients and/or referrers who have visited you're your offices in the past or a hospital emergency room. It's real-world retargeting based on actual behavior.

Use these solutions to:

- Generate awareness and consideration for your practice
- Educate when to contact a lawyer after a personal injury
- Promote special offers and packages
- Re-engage past guests

Campaign Thought Starters

There are many ways you can target potential clients. Here are just a few campaign thought starters for inspiration – our team is here to help you brain storm others:

- Raise awareness of your firm’s specialization by geo-targeting specific locations where injuries might occur – e.g., accident prone intersections, amateur sporting venues (little league, soccer, etc)
- Re-target visitors to emergency rooms, hospitals to drive calls or website visits with personal injury educational messages – e.g., Top 10 Things You Should Know After You’ve Experienced a Personal Injury
- Use video in 10-, 15- and 30-second mobile spots to spotlight an educational moment about protecting and advocating for your injured loved ones
- Include interactive features in your ads – e.g., does your injury entitle you to financial assistance quiz

Of course all of these strategies should be executed with thoughtful creatives that understand the stress that prospective clients and/or referrers may experience during this stressful time.

Case Studies



Timing: 5 weeks

Market Size: Metropolitan Area
(San Francisco Bay)

Background: Scott Righthand was looking to gain more clients in his San Francisco based personal injury law firm.

Solution: Righthand Law used LBA to target people at hospitals and medical centers in the San Francisco Bay area. Retargeting was used to continue to reach these individuals after they left the hospital.

Impact: 162K impressions (first 4 weeks)
395 clicks
.2% CTR



Timing: 4 months

Market Size: Small – Harlingen

Background: Law Office of Domingo Garcia wanted to drive traffic to their website for leads on personal injury cases and to build awareness of their free initial consultation.

Solution: Over the span of 4 months Domingo Garcia ran a LBA campaign targeting local hospitals and ER's where recently injured users might be in the waiting room, getting treatment or in recovery.

Impact: 550,033 impressions
2,510 clicks
.46% CTR

