

March 2021

Above the Fold has been driving injury law traffic for \$4-6 cost per click compared to \$100 - \$400 on Google.

The purpose of this whitepaper is to share what we are seeing.

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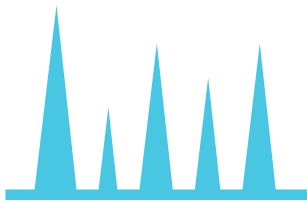
### Background

Personal injury & Legal Services are consistently one of the highest cost industries on Google.

Relevant legal keywords of impactful volumes now run \$100 - \$400 per click.

Despite the highest costs, many legal firms continue to pay for this expensive traffic, because of lack of other known tactical options.

### Objectives



Capture high-quality clients at a fraction of the cost of Google Paid Search.



Diversify your sources of leads, so that you avoid becoming reliant upon a single source if high cost traffic.

Update on key Google Trends within 'legal'

Three of the top alternative channels to Google Paid Search

Insights into how these other channels work

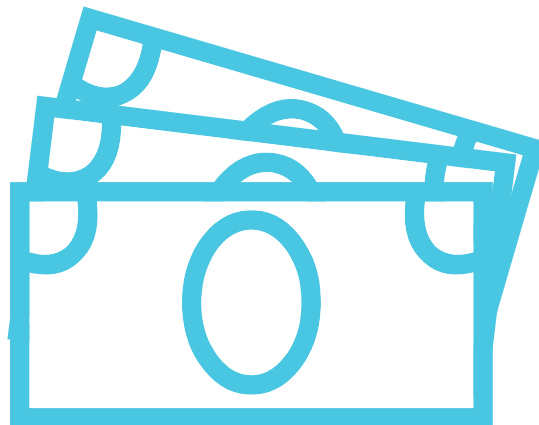
What is the Upside?

**88% - 94%**  
SAVINGS

Still targeting search keywords, but across the rest of the non-Google web

**Under \$10**  
CLICK COST

**Pay under \$10 per click**  
vs  
\$50 - \$100 on Google Paid Search



KEYWORD	HIGH COST	LOW COST
car accident lawyer	\$400	\$97.52
auto accident law firms	\$358	\$80
injury lawyer near me	\$270	\$70

## Average Cost Per Click

Prices paid in legal space, sorted from highest to lowest.

#1	\$935.71	best mesothelioma lawyer	LEGAL
#2	\$425.70	dallas truck accident lawyer	LEGAL
	\$411.04	truck accident lawyer houston	LEGAL
	\$393.79	louisville car accident lawyer	LEGAL
	\$388.84	houston 18 wheeler accident lawyer	LEGAL
	\$381.65	san diego water damage	WATER DAMAGE
	\$377.70	are personal injury settlements taxable	LEGAL
	\$361.34	baltimore auto accident lawyer	LEGAL
	\$358.11	accident lawyer sacramento	LEGAL
	\$358.03	car accident lawyer phoenix	LEGAL
	\$350.42	car accident lawyer los angeles	LEGAL
	\$348.78	phoenix accident lawyer	B2B
	\$344.25	business phone service providers in my area	WATER DAMAGE
	\$338.98	san diego flood restoration	LEGAL
	\$332.58	los angeles car accident attorney	LEGAL
	\$326.85	mesothelioma compensation	LEGAL
	\$326.76	car accident lawyer in atlanta	LEGAL
	\$319.36	houston truck accident attorney	LEGAL
	\$313.42	injury lawyer dallas	LEGAL
	\$306.63	personal injury attorneys phoenix	LEGAL
	\$305.58	motorcycle accident attorney	LEGAL
	\$300.47	addiction rehabilitation centers	HEALTH
	\$297.36	attorney pensacola fl	LEGAL
	#25	\$293.75	new york accident lawyer
\$293.14		auto insurance philadelphia pa	FINANCE

**Sources** Google Keyword Planner as of February 27,2021  
Wordstream, June 12, 2020

**80% - 90% LOWER COST**

1

## Geofencing

Much like the name implies, this involves selecting geographic places you'd like to target that are highly likely to host people in need of your services.

2

## Site Retargeting

Site retargeting is building an audience of those who have visited your website, then showing them an ad later. Usually, with a progressive or sequential approach.

BONUS: Show the previous visitor display + audio + video + native + CTV ads. This is hyper-targeting your ads and using a variety of advertising methods to capture their attention

3

## Keywords Non Google

Most people believe that Google has a monopoly on searches, but Google is (1) website in a vast ocean of (1.83 billion and growing) web sites on the internet.

Many people conduct searches & research off of Google.

# PROGRAMMATIC DIGITAL MARKETING

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## Google

Google is high quality BUT high cost. It has become saturated (high demand, low supply).

1

## Programmatic

Other methods of marketing have emerged that are 80% - 90% less cost per lead than Google. They have greater targeting capabilities (hyper-targeting).

2

1

**Identify targetable characteristics around the specific audience you want to target.**

1. Specific topics they read online
2. Location
3. Search terms
4. Business address list
5. Customer address list

2

**Using a relevant and personalized message, target those individuals across a variety of media types.**

**(The right audience with a variety of media)**

1. Display
2. Video
3. Audio
4. Connected TV
5. Podcast
6. Native



# ABOVE THE FOLD

## EXCLUSIVE OFFER

Free 30 Minute Assessment  
Learn if these marketing options make sense for you.

Go to : <https://getabovethefold.com/#contacts>

# THANK YOU!

For taking the time to read this white paper.