

Scorpion's AdWords Campaign Increases Mobile Site Traffic for Houston Law Firm by 90-Fold



About Scorpion

www.scorpion.co

- Headquartered in Valencia, CA
- Founded in 2001 and became a Google Premier Partner in 2014
- An Internet marketing agency that designs campaigns to generate leads and drive more cases for law firms

About Arnold & Itkin LLP

www.arnolditkin.com

- Located in Houston, TX
- One of the nation's go-to choices for personal injury cases

About

Increase conversions from Google-powered online marketing campaigns targeting the local Houston market across an increasingly important mobile-user demographic:

- Increase quantity and quality of leads through evolving pay-per-click campaigns
- Adjust campaigns to respond to relevant breaking news or same-day events
- Optimize a fully responsive website to quickly convert landing-page visitors searching on their mobile devices

Since 2004, Arnold & Itkin LLP has represented and won personal injury cases in more than 40 states, leading to a reputation as one of the nation's go-to choices when people are injured by the negligence of others. Starting out as a small, Houston-based law firm, the team founded by Kurt Arnold and Jason Itkin has grown to try state and federal cases, even handling complex multi-district litigations.

In November 2011, Arnold & Itkin decided to expand their reach and sought to maximize opportunities provided through online marketing and Google AdWords. The result was a lucrative partnership with Scorpion.

Game Plan: Google AdWords

Prior to 2011, Arnold & Itkin had a website, but the firm's principals knew that it could be much more than just an online brochure—it could be a significant driver of qualified leads under the right guidance. Enter Scorpion, a Google AdWords Premier SMB Partner with a national reach. Scorpion's team proposed a strategic Google AdWords campaign with a matching site overhaul that included dozens of target-specific landing pages. As mobile traffic has grown in online marketing importance, mobile-specific sessions have grown 9,000% from November 2011 to January 2016.

RESULTS & METRICS:

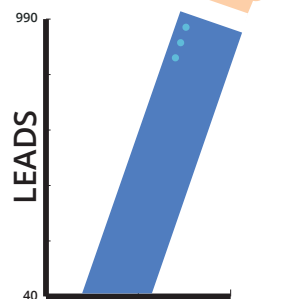
Mobile traffic increased **90x** per month compared to a 15x increase realized on desktop.



Due to the success of their partnership with Scorpion, Arnold & Itkin has **quadrupled** their digital marketing budget.



Arnold & Itkin has seen a **2,375%** increase in mobile leads from Scorpion's AdWords campaign.



WHY IT WORKED: Targeting Mobile

"Scorpion has helped the firm break down demographics to maximize outreach. In particular, some demographics have shown a stronger affinity for mobile. For those markets, Scorpion has powered targeted ads and a specific user experience to maximize that type of engagement and conversion."

Kurt Arnold, Founder
Arnold & Itkin LLP

Short & Long-Term Goals

"The team at Arnold & Itkin noted that, as personal injury attorneys, the latest headlines and recent events could drive new leads. While we maintained our long-term strategy, we also proposed rapid updates of AdWords targets, copy, and landing pages so we could quickly pivot on trends. This combination has worked to maximize the quantity and quality of leads."

Rustin Kretz, CEO
Scorpion

Shifting to Digital

"Before working with Scorpion, less than 10% of our new business came from the Internet. Today, the majority of our new clients call us directly after visiting our website."

Jason A. Itkin, Founder
Arnold & Itkin LLP

Houston-area personal injury law firm's AdWords campaign is so successful that its marketing budget shifts 100% to digital.

Online Marketing Investment

The AdWords campaign was the foundation of Scorpion's strategy for the firm, but it looked at a broader online marketing plan to work in conjunction with AdWords while growing the Arnold & Itkin brand. This included a comprehensive blog strategy, video production, online reputation management (social proof), social media management, and landing page design/copywriting. All of these items helped provide further landing page strategies to tie into the AdWords campaign, which sometimes changes on a day-to-day basis in response to the latest news and trends.

"Through Scorpion's AdWords campaign, Arnold & Itkin have maximized the potential of their mobile clientele with a 90-fold increase in monthly average mobile traffic."

—Corey Quinn, CMO, Scorpion

CONCLUSION:

Today, Arnold & Itkin exclusively uses online and digital as its marketing focus. This shift has been so successful that the firm agreed in early 2016 to quadruple its marketing budget with Scorpion—a smart investment for sure, as the returns since November 2011 have powered the firm's growth in both staff and scope.

As Jason Itkin puts it, "Scorpion has made it so people can find our firm on the Internet and get sufficient information to decide whether we are the right firm for them. Since we began working with Scorpion, the size of our firm has nearly doubled—in large part due to our work with Scorpion."

