

Withy King Case Study



Client Overview:

Withy King is one of the leading regional law firms in the South of England with principal offices in Bath, Swindon, Oxford and London and the M4 corridor with over 250 staff. The group provides legal expertise and commercial advice to regional, national and international business organisations as well as providing a comprehensive range of personal legal services for both business-owners and private clients.

Situation:

Search Star approached Withy King's Managing Partner in 2005 and convinced him that there was an opportunity for the firm in Pay per Click. Fortunately he listened and we started our 1st campaigns in early 2006. The initial 2 test campaigns were for the Personal Injury & Clinical Negligence teams.

Personal Injury and Clinical Negligence are both massively competitive fields in online marketing dominated by claims handling companies so results were required!

Action:

Search Star set up tightly controlled campaigns that focussed only on the most lucrative "demand" orientated long tail search phrases and created ads that sold Withy King's USP as an "Extremely Highly Rated" Clinical Negligence & PI team in the Legal 500 Client Guide firm of solicitors. As a result the leads received were from serious clients with more complex cases and not from lower quality low value client types.

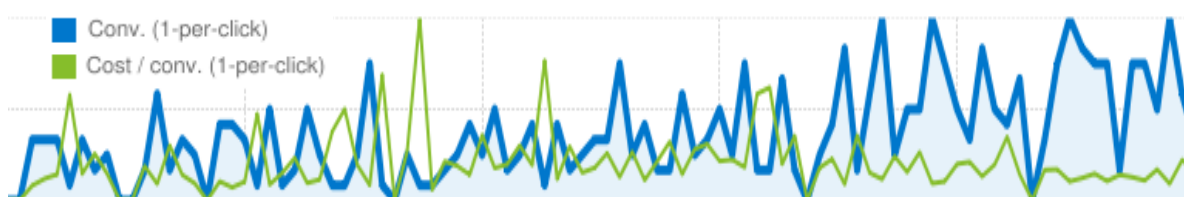
Since 2006 Search Star have set up regional & national campaigns for the vast bulk of Withy King departments.

Result:

The website is now the primary source of new business for the clinical negligence practice of Withy King with 85% of sales leads originating from online enquiries. The website as a whole drives more than 10% of the firm's total turnover with significant ongoing investment in web development now planned.

The Clinical Negligence team has grown to be the 3rd largest in the UK and to date had received c. 3,000 leads from the PPC.

Figure 1. Line graph showing number of conversions vs. the cost per conversion from May 2009 to Sept 2010



Client Quote:

"We've worked with Search Star since 2006 and they have always delivered for Withy King. Search Star's work has transformed Withy King's Clinical Negligence practice from a leading regional to a national practice with one of the leading UK teams. We are delighted to be working with Dan and his team and look forward to even better results to come."

- Hilary Gladwell, Head of Marketing and Business Development, Withy King

