

Determining Cost per Case as an Attorney in Vancouver, WA



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Whether you're a solo act or a partner in a firm, you wear many hats. You consult with clients, prepare court documents, respond to communications, and conduct research every day. You're intimately involved in the everyday affairs of your firm too, including everything from office operations to making marketing and advertising decisions. Knowing when and where your firm's money is best spent to drive new client business, though, can be difficult without the right analytical tools in place. Implementing metrics for measuring marketing effort success is a smart move, including a cost per case analysis.

COST PER CASE ANALYSES AND MARKETING CHOICES

A cost-per-case metric, or CPC, gives you the data necessary to decide which of your firm's marketing efforts generate the most new business and which are, therefore, the most profitable for your firm to continue in the future. A CPC takes into account individual marketing campaigns, the number of new clients each effort generates, and gives you a final cost per case figure for bringing in new business.

INDIVIDUAL MARKETING EFFORT COST

\div Number of New Clients Generated by that Effort
= Cost per Case

Your firm no doubt spreads marketing and advertising dollars around to increase exposure and build brand recognition. Some efforts may be online while others may focus on local and regional venues, like TV or radio spots and billboards or other outdoor ads.

With your online marketing efforts, metrics often come standard with an advertising package. Google AdWords will tell you exactly how many claimants have contacted your firm after running a legal PPC campaign. With offline marketing, though, you'll need to generate your own metric for analyzing

cost effectiveness. CPC can easily provide the data you need for making smart, future advertising and marketing choices.

BILLBOARD ADVERTISING AND CPC METRICS

Outdoor ads, like billboards and transit panels, put your firm's name and message in front of your target audience when they're most responsive. According to Forbes, consumers consistently report viewing billboards and other outdoor ads, internalizing and often acting on the messages they see during the daily commute. Since the average American spends nearly 20 hours a week behind the wheel, a well-placed billboard could reach thousands or even hundreds of thousands of prospective clients on a weekly basis.

Venue is a big consideration with billboard selection, but according to Lamar Advertising, one of the country's leading outdoor marketing firms, a well-placed advert doesn't have to break the bank. Even a single, digital panel in a large billboard display can achieve consumer views or impressions numbering in the tens of millions in just a month's time. All it may take is a couple of signed clients from these millions of views to justify the cost of the marketing effort.

For example, Lamar offers a digital billboard on Highway 14, just two miles east of Vancouver that receives more than 87,000 views each week. An ad here reaches folks traveling in the greater Vancouver-Beaverton-Portland metro area in addition to commuters from Medford, Grants Pass, Longview, and other nearby cities and towns. The four-week cost of this rental comes in at \$6,300. If you sign two new clients per week from the month-long billboard campaign, your CPC will be \$788.

IS SPENDING \$788 ON ONE NEW CLIENT A GOOD DEAL?

This will all depend on your firm's area of law. Although not cheap, this billboard could still be a profitable effort for your

firm, if you see a hearty settlement from every client. If you exclusively handle personal injury cases, for example, your firm likely earns an average of \$10,000 per case. A CPC of \$788 is justifiable in this instance. On the other hand, if you're an attorney at a Social Security disability firm, your average fees per case are probably about \$3,000. A Social Security attorney and a personal injury attorney can have wildly different probabilities with the same CPC. So is a marketing channel worthwhile for your firm? Provided your CPC is around 15 percent, marketing experts consider this a reasonable return on investment.

GETTING THE DATA TO GENERATE AN ACCURATE CPC

Every new call or visit your firm receives is an opportunity to generate CPC data, but only if you consistently pose the most crucial question for assessing your advertising and marketing efforts:

"HOW DID YOU LEARN ABOUT OUR FIRM?"

Track the answers you receive, and when you sign a new client, you'll already have the data necessary to complete a reliable, accurate analysis of your current marketing efforts, using CPC metrics as one of your tools. Once you know which marketing channels are yielding you a low CPC, you can focus on increasing your revenue even more.



DEANNA POWER is a marketer specializing in digital search at eGenerationMarketing, one of the nation's largest legal lead generation companies. eGen's mission is to lower the costs of signing new claimants for Social Security disability, personal injury, workers' compensation, FDCA, and bankruptcy attorneys. If you have any questions, she can always be reached at Deanna@egenerationinc.net.

Special Needs Planning and Family Law



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Estate Planning is actually not all about death (and taxes). It is about providing for your family in the smartest way possible. Special Needs Planning is a part of Estate Planning that is best started early, when your special needs child is still a minor. And since marriages with a special needs child have a higher rate of divorce, the unfortunate marital dissolution is a key juncture for cross pollination of Family Law with Estate/Special Needs Planning as well as Government Benefits Law. A child medically eligible for Supplemental Security Income and Medicaid can lose those important benefits if the custodial and caregiving parent (let's say Mom) is getting child support from the now living-a-new-life parent (let's say Dad). But that does not mean child support should be taken off the table. The child sure needs all the financial support Dad can provide. And the newly single Mom managing all the same day-to-day high needs of that child, minus a spouse's help, needs all the dollars possible for care costs (respite care even more vital than before).

A disabled child (minor or adult) living at home but receiving, or eligible to receive, government benefits can still receive

child support with no effect on the benefits if the divorce decree orders that child support be irrevocably assigned to a special needs trust. Even better news is that for children with intellectual or developmental disabilities, the Endowment Trust Fund, Washington's pooled special needs trust, is low cost and available to receive the child support and parents do not need an attorney to set it up. So no need for Family Law attorneys to try to figure out how to set up a special needs trust or associate in an estate planning attorney to do the same. Washington State provides a customer friendly option and their expert staff will walk the parents through the application process, and then match the \$600 origination fee (and more). Find out more at their website: ddetf.wa.gov.

Having a special needs child is very hard. Marital dissolution for a family with such a child can be a little less costly with the information above. And providing for that child with every resource possible is, hopefully, everyone's goal.