

Working With LeadNeed to Create a World Class Product and Attract New Business

Our Client

Lead Need provide their personal injury lawyer and chiropractic clients with a tailored lead aggregation machine to implement proven digital campaigns backed with funding and managed by their Google certified team to guarantee clients a specific number of qualified leads every month.

The Challenge

In 2018 LeadNeed founders Scott and Rich originally approached our team because they needed to access expertise around digital campaign management and consulting for a new business they were developing. We have been working with them ever since to support their business development activities.

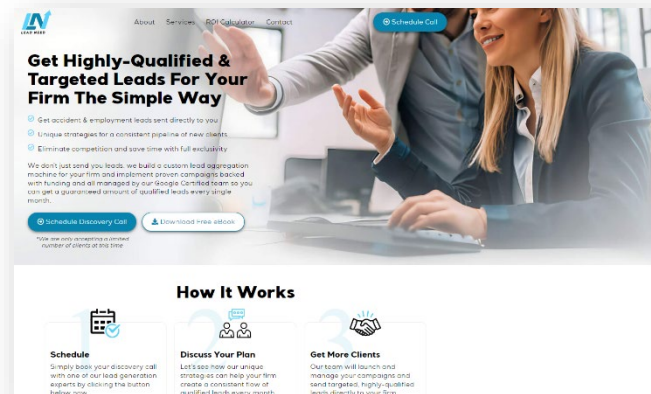
Our Solution

We initially supported Scott and Rich with an aggressive campaign strategy in early 2019 to help them acquire their first few clients. We also spent time building the initial framework for what would become an exclusivity-based platform that generated personal injury leads at an astounding \$60 per interested lead from the campaigns that Michael was running.

Since those early days we have continued to work with LeadNeed to help them attract new clients and, by 2022, we had three of our team working with the client to focus on further business growth.

““We have been working with Efficiency Marketing Agency for over 3 years and have formed a very tight relationship.

Rich Hull, Director of Operations



Case Study



The Results

We have been working with the LeadNeed team since they first created the business. In 2018 we helped develop a strategy to attract their first clients, while they worked through the development of the business, addressing policy requirement issues and technical hurdles.

After steady growth during 2019 as we worked in partnership to refine the LeadNeed product, 2020 saw us deliver an incredible 419% growth. This was also a period of innovation as the business added new tools, reporting and additional functionality to their lead generation system.

2021 was a breakthrough year as advertising spend increased from \$74k in the first year, through \$384K in the second year to \$1.1M in year 3. That's a 1500% increase over 3-years.

Now that we have three staff working with the business the team are focussed on a new expansion effort in 2022 to fill the remaining locations with clients.

Once all locations are filled it will push the monthly advertising spend to over \$250K!

1,400%

Increased Ad Spend

800%

Increased Conversions

30,800 leads

(Compared to 3,500 before)

435%

Increased regions covered

"Both Mike and Adam are very easy to deal with and are there to help quickly with any questions or problems that arise. We would not be where we are today without their help and guidance and feel very lucky to have found them"

Rich Hull, Director of Operations

About Us

At Efficiency Marketing we use the experience and knowledge we gained working at Google to help small businesses succeed with their digital marketing. We created the business because Mike realized there was a huge opportunity to showcase the true power of Google Ads.

Now established for three years, we have expanded our staff team to accommodate a lot of the administrative and abstract duties of running a business. Our staff have been hand-picked because they share our commitment to providing outstanding care and attention to our clients.

We reinvest all of our profits back into our systems, ad tech, tools, and software to further elevate the experience and efficiency that we are able to offer through paid media management services. We boast a 95% retention rate and are always striving to keep that at 100%.

