

Facebook Client Generation for Law Firm

Windy Law, a property damage litigation firm operating across the southeastern U.S., sought to enhance its ability to generate and act on leads in the wake of severe weather events. The firm's focus is on helping residential and commercial clients recover insurance payouts that have been delayed or denied following hurricane and high-wind damage.

In Q4 2024, Windy Law partnered with Cirrus Marketing Group to develop a responsive, storm-triggered lead generation system integrated with HubSpot. The goal was to enable their team to quickly respond to storm activity and capture high-quality leads in real time.

To support this initiative, Cirrus Marketing Group launched a multi-channel strategy centered around tightly targeted, A/B-tested Facebook campaigns, supported by follow-up via text, phone, and email. These campaigns were designed to reach individuals in storm-affected areas and included built-in qualifying questions to ensure lead quality and improve conversion efficiency.

These results—supported by charts and graphs—reflect the impact of this campaign and system implementation.

Performance Highlights



Ad Spend
\$64,849.10



Revenue
\$510,000



Return on Investment
686%



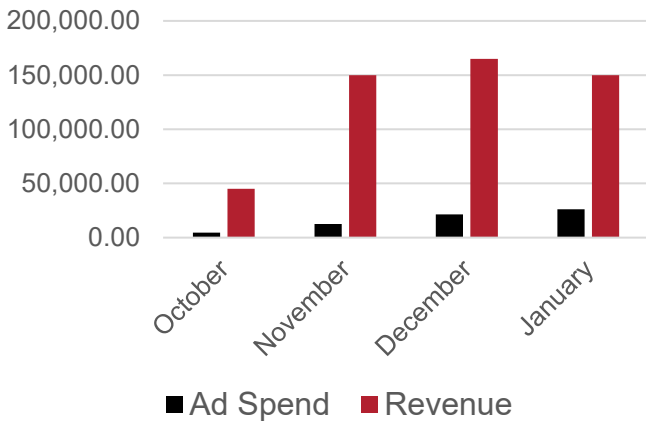
Contacts
905



Clicks
17,148

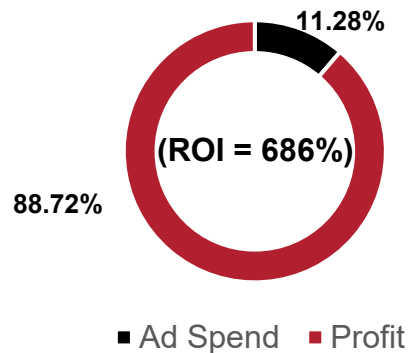
Revenue vs. Ad Spend

Top Campaign: Revenue vs. Ad Spend



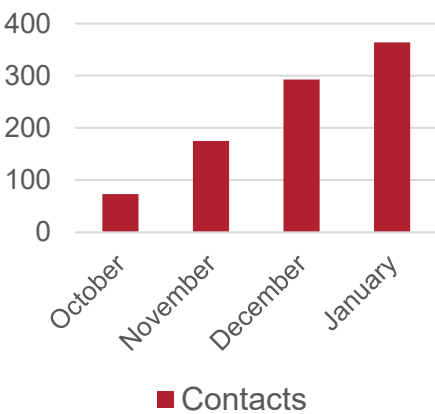
Profit vs. Ad Spend

Revenue Composition: Profit vs. Ad Spend



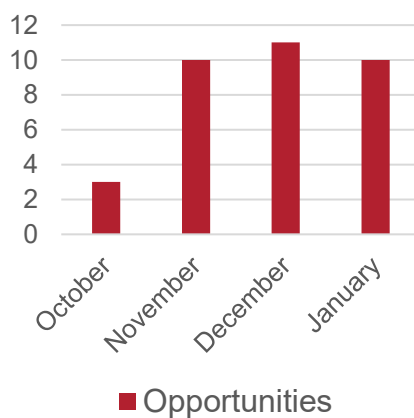
Contacts Generated

Campaign Impact: Contacts



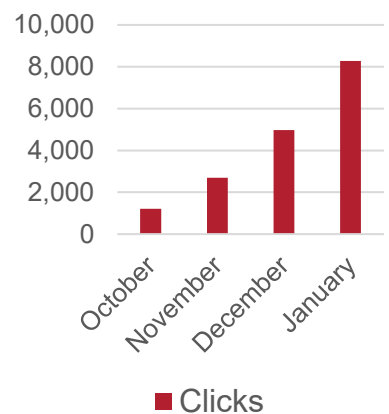
Opportunities Generated

Campaign Impact: Opportunities



Clicks Generated

Campaign Impact: Clicks



Performance Analysis

Windy Law's Q4–Q1 digital campaigns delivered strong financial returns and demonstrated clear areas for scale. With improved sales coordination and tighter attribution, even higher ROI can be achieved in upcoming quarters.