

Is Your Law Firm Wasting Money on Digital Ads?

Use this quick checklist to spot the red flags that could be draining your marketing budget. If you can't confidently answer "yes" to most of these, it might be time for a second opinion.

1. LEAD TRACKING

- YES NO Do you know how many leads your ads generated last month?
- YES NO Do you know which ad platforms (Google, Meta, etc.) perform best?
- YES NO Do you know which keywords or audiences are driving leads?
- YES NO Do you know how many of those leads became clients?
- YES NO Do you know how to access your lead tracking data at any time?

2. COST CLARITY

- YES NO Do you know how much each lead costs you?
- YES NO Do you know your monthly return on ad spend (ROAS)?
- YES NO Do you know how your cost per lead compares to industry averages?
- YES NO Do you know how much of your budget goes to management fees vs. media spend?
- YES NO Do you know if your campaigns are profitable?

3. TARGETING

- YES NO Do you know who your ads are actually reaching?
- YES NO Do you know if your ads are targeting people in your service area?
- YES NO Do you know if your audience includes branded traffic?
- YES NO Do you know if your ads are being shown to competitors or irrelevant users?
- YES NO Do you know how your targeting has been refined over time?

4. AD PERFORMANCE

- YES NO Do you know which ads generate form submissions or phone calls?
- YES NO Do you know what percentage of clicks turn into leads?
- YES NO Do you know which campaigns bring in the most qualified clients?
- YES NO Do you know if all key actions (calls, forms, chats) are tracked in GA4?
- YES NO Do you know if your tracking setup is accurate and up to date?

5. REPORTING

- YES NO Do you know what results you're getting from your ads each month?
- YES NO Do you know how to interpret your campaign reports?
- YES NO Do you know if your reports include leads, not just clicks and impressions?
- YES NO Do you know when performance has gone up or down — and why?
- YES NO Do you know who is accountable for your results?

6. OPTIMIZATIONS

- YES NO Do you know when your ads were last reviewed or updated?
- YES NO Do you know if A/B testing is being done on your ads or landing pages?
- YES NO Do you know which ad messages or visuals perform best?
- YES NO Do you know what improvements were made based on past performance?
- YES NO Do you know if your campaigns are improving month over month?

**If You Checked Several Boxes “No”
It might be time for a fresh perspective.**

Get a FREE SEO and Digital Ads Audit » from Jelly to see exactly where your marketing can improve — and start turning more clicks into clients.



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