



Stop bleeding cash:

**LET'S BUILD YOUR
2026 ADS BUDGET**

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JON

5K/MO

VS



SALLY

5K/WK

REALITY ABOUT MINIMUM MONTHLY AD BUDGETS

5K/MO

for all
listed PAs

10-20K/MO

PI budgets depending
on market

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**ALWAYS START
WITH YOUR
ESTIMATED COST
PER LEAD (CPL)**

Personal Injury	\$289
Criminal	\$100
DUI	\$200
Federal	\$300
Immigration	\$35
Bankruptcy	\$50
Workers' Comp	\$133
Employment/Labor	\$73
Family	\$50
Lemon	\$50
Estate/Probate	\$128
Tenant	\$45
Debt	\$62
SSD/SSI	\$50
Business (Contract)	\$75
Business (Litigation)	\$217
Class/Mass Tort	TBD

2

**DIVIDE THAT NUMBER BY
YOUR MINIMUM AD SPEND.**

**YOU WILL NOW HAVE AN ESTIMATED NUMBER OF
CALLS/LEADS TO YOUR OFFICE PER MONTH.**

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**ESTIMATED
CALLS PER DAY**

=

MONTHLY CALL VOLUME NUMBER

20

**SINCE THERE ARE 20 BUSINESS
DAYS ON AVG PER MONTH**

ANSWER HONESTLY:

OF ALL YOUR MONTHLY CALLS, WHAT PERCENTAGE OF THEM TURN INTO CONSULTS, OR (BETTER), CASES?

THIS WILL BE YOUR CONVERSION RATE.

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**HOW MANY
CASES YOU WILL
YIELD FROM YOUR
AD SPEND**

=

**CONVERSION
RATE**

X

**HOW MANY
CALLS YOU
WILL RECEIVE
PER MONTH**

THIS MIGHT BE SOBERING,

BUT IT'S REALITY

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**IF MANAGED POORLY, DIGITAL
MARKETING CAN CREATE
COSTLY CAMPAIGNS, WHICH
MEANS **LESS PROFITS** FOR YOU.**

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HOW TO THINK ABOUT THE MATH

BENCHMARKS

**CPL = PRACTICE-AREA
DEPENDENT**

**RELEVANCE/QUALIFICATION
RATE = 20-40%**

**CONVERSION TO SIGNED
CASES = 10-15%**

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COST-PER-CASE BENCHMARKS

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PRACTICE AREA ESTIMATED CASE COST

PERSONAL INJURY	\$2K-\$4K
CRIMINAL	\$1.5K-\$2.5K
DUI	\$1K-\$2K
FEDERAL	\$5K-\$10K
IMMIGRATION	\$1K-\$1.5K
BANKRUPTCY	\$1K-\$2K
WORKERS' COMP	\$1K-\$2K
EMPLOYMENT / LABOR	\$1.5K-\$2.5K
FAMILY	\$1K-\$2K
LEMON	\$1K-\$2K
ESTATE / PROBATE	\$1K-\$2K
TENANT	\$1K-\$2K
DEBT	\$1K
SSD / SSI	\$2K
BUSINESS (CONTRACT)	\$1K-\$3K
BUSINESS (LITIGATION)	\$3K-\$5K

VARIABLES FOR SUCCESS

EXCEPTIONAL

marketing meets/exceeds benchmarks

EXCEPTIONAL

intake

EXCEPTIONAL

sales abilities

EXCEPTIONAL

client service

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