DISRUPTIVE

Case Study

ODEGAARD INJURY LAWYERS:

How Fixing Campaign Structure Unlocked Growth Without More Spend

Why This Matters for Personal Injury Law Firms:

For injury law firms, inefficient campaign structure is a hidden tax on growth. You increase spend but volume stays flat because underperforming campaigns waste budget and poor targeting misses high-value cases. This case study shows how proper execution unlocks more leads at lower cost without requiring more budget.

Initial Business Situation

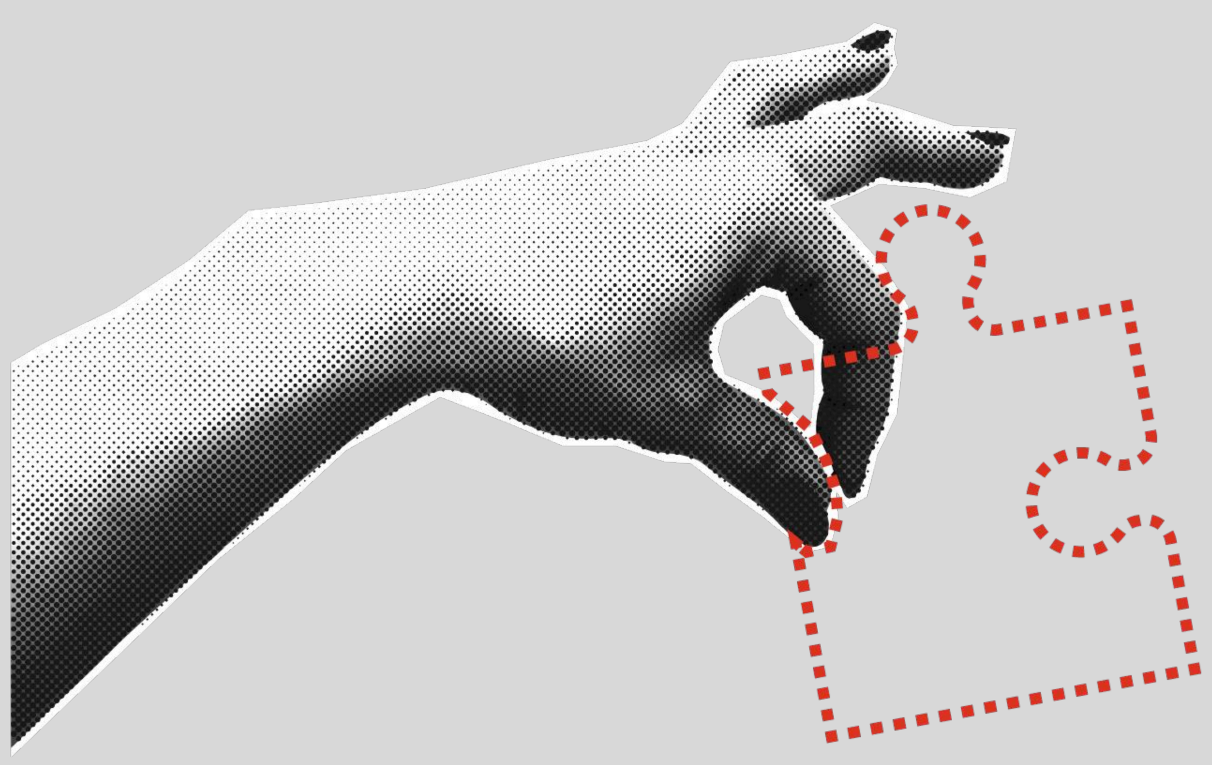
Odegaard Injury Lawyers needed more leads to support firm growth, but their PPC campaigns weren't delivering. Despite investing over $156K annually in Google Ads, performance was constrained.

The problems were clear: lead volume (213 in 2023) was too low relative to growth goals, cost per lead sat at $733, and the campaign structure was underperforming.

The firm was in a tough spot. They needed more cases to grow, but increasing spend without improving performance would just amplify inefficiency.

THE QUESTION

How do you generate more leads without sacrificing quality or increasing costs?



The Challenge

The VSET Solution

We approached this using our VSET framework—a strategic alignment system that bridges the gap between the CEO's vision and the marketer's execution. For Odegaard, this meant connecting their growth goals to actual campaign performance.

Vision

The Destination

We started by clarifying what success actually looked like. The firm's purpose was clear: grow caseload to support business expansion. But marketing wasn't aligned to that goal.

The vision became: generate more qualified case opportunities without destroying economics through inefficient spending.

Strategy

The Map

The core issue wasn't demand. Personal injury cases exist.
The problem was execution and alignment.

Tracking lacked clarity, so we couldn't see which campaigns produced quality cases. Campaign structure was inefficient, wasting budget on underperformers. Targeting wasn't aligned with high-value case opportunities.

The strategy: rebuild the foundation to connect marketing math to business goals.

Execution

The Engine

This is where strategy came to life through disciplined, accurate execution:

- **First,** we cleaned up and streamlined campaign structure, pausing underperformers that burned budget without delivering results.
- **Second,** we improved tracking to better reflect true lead performance, giving us visibility into which campaigns produced cases that actually closed.
- **Third,** we refined targeting to focus on higher-quality prospects—people more likely to become actual cases rather than just form fills.
- **Fourth,** we optimized campaigns around cost efficiency and conversion quality, not just volume.

This allowed us to generate more leads while improving overall quality—breaking the false trade-off between volume and value.

Team Alignment

The Crew

For a firm questioning whether their marketing investment was working, transparency was critical.

We showed exactly which campaigns were producing results and which were wasting spend. We demonstrated how the new structure connected directly to their growth goals. And we built confidence that the system could deliver both volume and quality.

It attracts, develops, and retains marketers who understand business goals and drive real performance. The firm gained confidence not just in the campaigns, but in marketing as a growth driver.

THIS IS WHAT VSET DOES

The Results

Business Impact

The year-over-year transformation (2023 vs. 2024) was substantial:

Lead Volume Increase (2023-2024)	Total Leads	Annual Spend
+36.62%	**213 → 291**	**$156K (flat)**

Cost Per Lead Reduction	Cost Per Lead	Lead Quality
-27%	**$733 → $536**	**Improved**

The result was a more efficient system that produced more opportunities without additional spend. **The firm could grow confidently, knowing their campaigns delivered both volume and quality.**

What Changed

The firm no longer had to choose between cost and growth. They could scale confidently, knowing campaigns were structured to deliver results. **Instead of questioning whether marketing was working, they were positioned to build a stronger, more predictable pipeline.**

Client Testimonial

"We didn't just need more leads. We needed better ones. Disruptive helped us clean up what wasn't working and build a system that actually supports growth. Now we're getting more opportunities without increasing spend, which completely changed how we think about scaling." **— Odegaard Injury Lawyers**

The Foundation:

VSET

Odegaard didn't need to spend more to grow. They needed proper execution aligned to business goals.
This is what VSET delivers: the bridge between CEO vision and marketer execution.

When campaigns are structured properly, tracked accurately, and optimized to real business outcomes, performance improves without requiring more budget.

ONCE EXECUTION ALIGNED WITH THE FIRM'S GROWTH GOALS, RESULTS FOLLOWED.

Align Marketing to Business Goals

If you're a personal injury law firm with inefficient campaign structure limiting growth, we can help.

Our VSET framework bridges the gap between your firm's vision and marketing execution.