

From 100% Referrals to a Predictable Client Pipeline

Case Study: Provident Law LLP · Ontario, Canada

Brand Identity · Web Development · Local SEO · Google Ads

The Client

Provident Law LLP is an Ontario law firm founded by a husband-and-wife team, practising Criminal Law and Real Estate Law. A few years into the business, the work itself was strong, but generating new business was a challenge.



The Challenge

Every new file arrived through word of mouth or Legal Aid. That is a fragile way to run a firm. Volume moved with the calendar rather than with any plan, and the partners had little say in the matters they took on. The private retainer clients they were built to serve were not finding them.

They had tried to fix it. Three thousand dollars went into Google Ads over three months and returned zero leads. They bought billboards. A personal contact built the website, which was slow, not mobile-friendly, and closer to an online business card than a tool for earning trust and capturing demand.

Each effort ran on its own. Nothing connected, and nothing compounded.

The Approach

01 Brand identity

A full brand kit from scratch. Every logo treatment (full colour, knockout, light, dark), a defined colour palette, and a typographic system built to read as credible to private clients.

02 Website development

A 20-page WordPress site, SEO-optimized and mobile-first, with a dedicated page for each practice area. Playbook handled design, copywriting, and technical setup. Live within 60 days of signing.

03 Local SEO and citations

Google Business Profile optimization, local citation building, and on-page SEO to strengthen organic visibility across Ontario.

04 Google Ads

Campaigns organized by service area, each pointing to a dedicated landing page rather than a generic contact form. Attribution configured for both form fills and phone calls, so every dollar could be traced to an outcome.

The Results

First paying client from Google Ads within the first 30 days

TOTAL AD SPEND (7 MONTHS)

\$11,378

TRACKED CONVERSIONS

133

PER TRACKED CONVERSION

\$86

CONVERSIONS / MONTH AVG.

19

The client already spent \$3,000 on Google Ads and got nothing back.

Run through this system, that same \$3,000 converts into 35 leads.

Now they spend \$2,000–\$3,000 a month, scaling with demand instead of hoping.

What Changed

The firm no longer waits for the phone to ring. Criminal and real estate inquiries arrive consistently, from a channel they control, at a cost they can forecast. They are actively exploring bringing on an office manager to handle the volume, which is the clearest signal of all. This is a different business than the one that hired us.



“Playbook Digital helped us improve our online visibility with a new website and **generate more leads** with effective Google Ad campaigns. Their marketing systems and support have made a real difference for our law firm!”

Preet S., Provident Law LLP

Before & After

Before

- 100% of new business from referrals and Legal Aid
- \$3,000 spent on Google Ads, zero leads returned
- Slow, non-mobile-friendly website
- No defined brand or visual standards
- Unclear offer and service structure
- Disjointed marketing with no long-term strategy

After

- ✓ Consistent inbound pipeline across criminal and real estate
- ✓ 133 tracked conversions at roughly \$86 each
- ✓ 20-page SEO-optimized, mobile-first website
- ✓ Full professional brand kit, every treatment
- ✓ Dedicated service pages with clear calls to action
- ✓ Integrated brand, web, SEO, and ads system