

Game-Changing Innovation: Mohr Marketing Rolls Out Cost-Saving Measures for Law Firms

Mohr Marketing, LLC, a pioneering mass tort and personal injury client acquisition agency, announced today the rollout of new cost-saving measures for law firms specializing in motor vehicle accident (MVA) cases.



Sheridan, Wyoming Sep 26, 2024 ([Issuewire.com](https://www.issuewire.com)) - Mohr Marketing, LLC, a pioneering mass tort and personal injury client acquisition agency, announced today the rollout of new cost-saving measures for law firms specializing in [motor vehicle accident \(MVA\) cases](#). The company will now offer wholesale pricing for larger orders of [signed MVA cases](#) and special pricing for Alternative Business Structure (ABS) law firms, significantly reducing acquisition costs. Mohr Marketing also offers call transfer leads across all criteria levels—standard, premium, commercial, and catastrophic.

"In today's digital age where the cost per click can exceed \$500 in certain practice areas," said Susan Mohr, Owner of Mohr Marketing, "providing an alternative that slashes costs while maintaining high lead quality is not just beneficial but revolutionary. We believe affordability shouldn't come at the expense of quality or compliance."

Mohr Marketings' innovative approach goes beyond traditional methods by integrating its advanced compliance program with every signed case. Each complainant is also enlisted with Injury Rx to ensure timely medical intervention, a unique feature that enhances client satisfaction and case outcomes.

"Our commitment has always been towards measurable results," said Mohr. "By introducing [call transfer leads](#) and offering bulk buying options at reduced rates, we proactively address one of the most significant challenges law firms face: acquiring high-quality litigants without breaking the bank."

The introduction of [call transfer leads](#) aims to streamline the process for law firms by directly connecting potential clients who meet specific criteria with legal professionals. This innovation promises to enhance

efficiency and reduce acquisition costs across standard, premium, commercial, and catastrophic categories.

This strategic move aligns seamlessly with Mohr Marketings' mission to provide practical lead-generation campaigns that yield substantial returns on investment for their clients. With pay-per-click costs skyrocketing between \$250 and \$500 for many personal injury keywords based on location, these new measures present an economically sound solution.

"We've recognized an increasing need among large-scale operations for more cost-effective client acquisition strategies without sacrificing lead quality," noted Mohr. "Our new wholesale pricing model addresses this necessity head-on."

"In today's legal landscape, acquiring litigants is becoming increasingly challenging and expensive," said Mohr. "Our advanced compliance program not only ensures higher-quality leads but also provides validation that clients can trust implicitly."

All signed complainants will be enrolled in Injury Rx as part of Mohr Marketings' advanced compliance program to demonstrate further their commitment to quality assurance and medical support services.

"Incorporating Injury Rx ensures not only immediate medical intervention but also adds another layer of legitimacy and care that our partners have come to rely upon," added Mohr.

"We're redefining what it means to acquire valuable cases in this hyper-competitive market," added Mohr. "Our goal is to ensure our partner law firms spend less time worrying about budgets and focusing more on winning settlements."

"Our mission has always been about more than just numbers; it's about delivering measurable results without compromising integrity," added Mohr. "These initiatives reflect our commitment to setting industry standards while ensuring that every dollar our clients spend yields maximum returns."

About Mohr Marketing, LLC

For over thirty years, Mohr Marketing has been a leading lead generation agency specializing in generating high-quality leads for the legal industry.

The company launches practical and effective lead-generation campaigns that deliver measurable results. Their Compliance Program is designed to reduce or eliminate lead fraud and fake leads that are becoming more prevalent in today's legal market and to provide even greater lead quality and validation.

For more information about Mohr Marketing and their game-changing approach to securing higher settlement awards for law firms, visit their websites at <https://www.mohrmktg.com>





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UP-FRONT COST COVERED BY INJURYRx

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