

Hiatt Law Group: Lead Generation & Email Performance

49 Leads

#1 lead source of 10 — NC & VA
“Has Your Health Changed” Letter
(last 90 days, 182 total leads)

42% Viewed

Average email open rate across HLG
campaigns (last 6 months, 520 sent)

5% Clicked

Average click-through rate across
HLG email campaigns

The NC and VA “Has Your Health Changed” client letter, written and revised through multiple rounds for clarity, became the single highest-performing lead source in Hiatt Law Group's CRM, outperforming every referral partner and paid channel over a 90-day period.