

Why Texting Is the Future of Legal Marketing



Law Ruler



Connect with leads + grow your law firm with text message marketing automation

Growing your practice—it's a time-intensive process, especially if you're relying on inefficient marketing strategies.

Attorneys are already busy enough logging billable hours, and it's all too easy to miss out on prospects because you were "just too busy" to get back to them.





Text message marketing helps your practice reach more qualified leads and convert faster with higher click-through rates, faster response times, and greater prospect engagement.

Six eye-opening text message marketing facts

Why choose text message marketing? The answer is simple—SMS marketing gets results. Check out these statistics:

- Only 20% of people answer unexpected calls, but **texts are read within 5 seconds** on average [[Finances Online](#)]
- People are **4.5 times more likely to respond** to a text than an email [[TechJury](#)]
- Text messages have a **98% open rate**—compared to only 20% for emails [[TechJury](#)]
- **60% of consumers** answer within 5 minutes when businesses text them [[Finances Online](#)]
- Sending a follow-up text can **boost email open rates by 30%** [[Forbes](#)]
- **Text message marketing can boost your ROI by 500%** when properly implemented [[DDIY](#)]

Generate clients with automated texting

The robust automation tools included in a customer relationship management (CRM) software drive your firm's growth and increase your attorneys' billable hours by:

- Allowing a larger volume of touches with leads
- Keeping your firm top of mind with prospects and clients
- Speeding response times
- Increasing prospect conversion rates and engagement



All without the time-intensive work of manually sending texts.

With **prospect automation**, you can automate personalized text message marketing campaigns, follow-up texts, and more.



Keep your leads engaged

Here are just a few of the ways text message marketing can help you grow your firm.

Text message marketing campaigns

Leads can need between five and seven follow-ups before they're receptive to hiring a lawyer.

And these leads are more likely to respond—and respond quickly—to text messages than any other media. That makes SMS marketing an ideal tool for nurturing and converting your firm's prospects.



Automated follow-ups

Your practice is 100 times more likely to connect with a lead if you respond within the first five minutes.

That makes quick, consistent follow-up texts a necessity for capturing prospects' attention and turning leads into clients.

Automated follow-up texts help you touch base with leads almost instantly—and help to ensure that they see your message before they move on with another practice.



“Practical application:
Miss a call? Use automated text messaging to respond instantaneously to prospective clients.”




Keep clients and leads in the pipeline (and in the know)

Many prospects are window shopping—they're interested in hiring a lawyer but not quite ready to sign on.

Automated SMS law firm marketing campaigns can **keep your practice top of mind with leads who haven't turned into clients yet.**

Text message marketing isn't just for prospects, though. Your firm can use texts to **keep your current clients engaged** and interested in returning.



“How to do it for your firm:
Send personalized consult reminders to potential clients to make sure they show up and don't fall out of your sales pipeline.

Your leads want to hear from you

Some law practices may shy away from text message marketing because they don't want to "bother" their prospects and clients with texts.

But a surprising number of people actually prefer to receive communications from your firm this way:

- 75% of Consumers are willing to receive promotional material via SMS [[TechJury](#)]
- 80% of people already use SMS for business communications [[eWeek](#)]
- 90% of consumers prefer to use text messages to communicate with businesses [[Finances Online](#)]

The question is less "Should we use text message marketing?" and more "Why aren't you using it already?"

Steps to efficient, ethical text message marketing

The benefits of text message marketing for law firms are clear—but that doesn't mean there aren't precautions you should take.

An effective text message marketing campaign needs to balance efficiency with **legal compliance** and **ethical marketing practices**.

Thankfully, there are several easy steps you can take to achieve a compliant and growth-driving text message marketing campaign.



Compliance requirements

Text message marketing campaigns must carefully follow the regulations set out in a number of consumer privacy protection laws, including:

- Telephone Consumer Protection Act (TCPA)
- The CAN-SPAM Act
- The EU's General Data Protection Regulation (GDPR)
- And more

Seem like a lot of rules to keep track of? We'll lay out the requirements step-by-step.



Rules for compliant SMS Law Firm Marketing



Following each of these rules will help your firm build trust while also staying top of mind with leads and paving the way for growth.

ABA Model Rules of Professional Conduct apply to text messaging

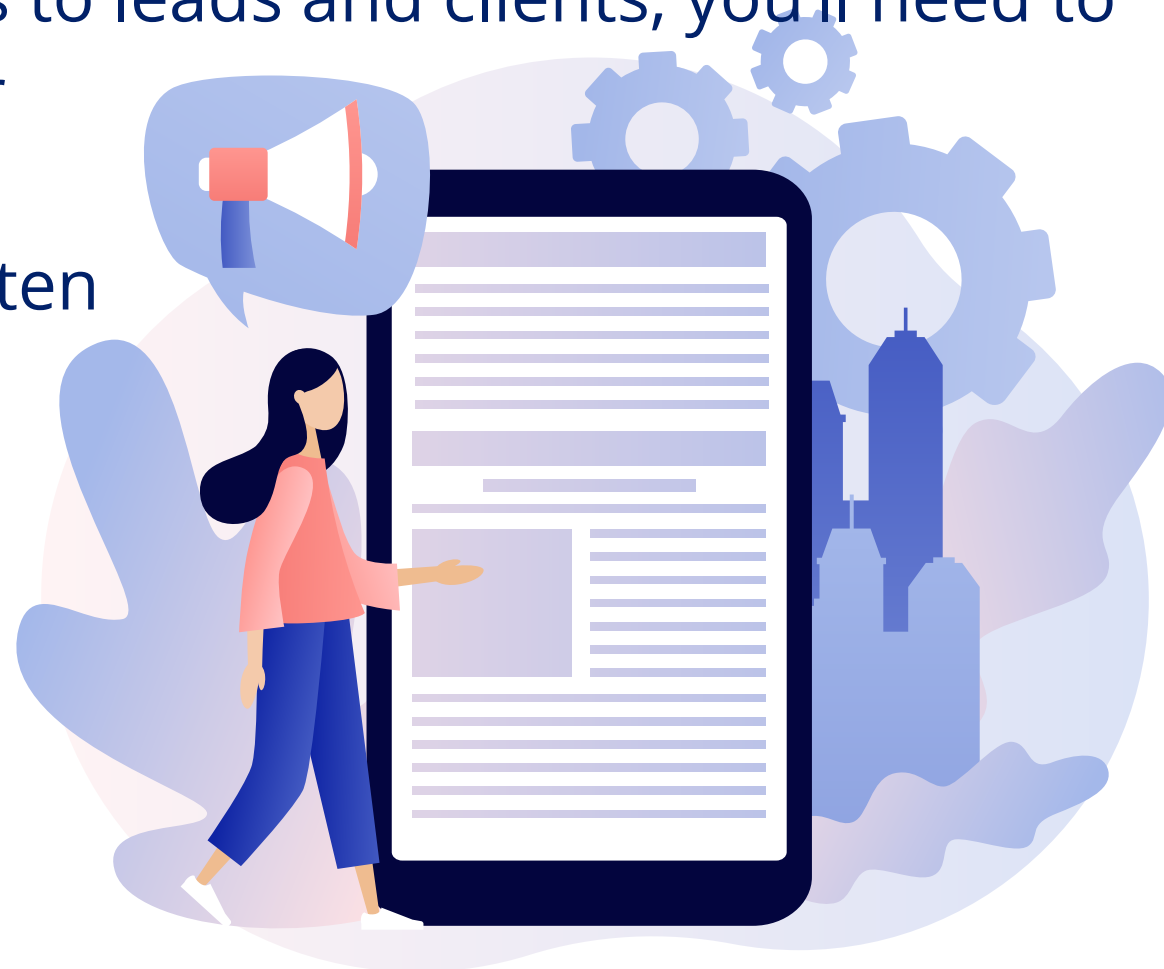


Being mindful about the ABA's Model Rules of Professional Conduct in your text message marketing is critical, particularly regarding **opt-ins to text messaging** and **client confidentiality**.

Opt-in and opt-out options

Consent is the cornerstone of any compliant, trust-building text message marketing campaign. (Model Rule 7.3(b))

Before you send any texts to leads and clients, you'll need to clearly communicate your text message marketing practices and receive written consent to communicate with them by text.



Confidentiality

When communicating with clients about sensitive matters, it's crucial to be aware of what kind of information you're sending over texts so you can maintain confidentiality. (ABA Model Rule 1.6(c))

For example, if you're working with a client on a family law matter, your text messaging campaigns should protect against inadvertent disclosures about divorce proceedings.



Consent forms

The easiest way to let your leads and clients opt in is to put together a clear and transparent **consent form**. Make sure to include:

- The name of your firm
- How often you plan to send messages
- A confirmation they won't need to make any purchase
- A reminder that standard messaging and data rates may apply

These consent forms can serve as a **regular part of your intake process**.

Your first text will also need to clearly state that your lead doesn't need to respond, and you'll need to make sure your leads can still opt out at any time.

Terms and conditions

Every client who chooses to opt in to your text messages should also know that your **terms and conditions** are available—and where to find them.

Featuring your terms and conditions prominently on your website and consent forms is also a great way to build trust with your leads and make it more likely that they'll agree to opt in.



Time your messages carefully

Sending regular texts as part of your practice's marketing campaign can help you convert more leads and grow your firm.

But too many texts can easily exhaust your both leads and clients—and make them more likely to opt out or block you.

Aim to find a balance between wearing out your welcome and keeping your practice fresh in prospects' minds.



Checklist for finding the right CRM for effective automated text campaigns

If you're ready to get started with text message marketing, finding the right customer relationship management (CRM) software is key.

CRMs can take the pain out of text message marketing—and free up some time for billable hours—by automating your text campaigns and follow-ups. (After all, you don't want to send all those hundreds of texts by hand.)



Here are a few things to look for when choosing a CRM for your firm.

Does it allow you to personalize?

Automated text campaigns can empower your firm with lightning-fast response times and a steady stream of content to guide your leads toward conversion.

But automated texts can feel transactional and cold without the help of **text message personalization**.

Law Ruler's CRM offers you the power to **automatically generate texts that are personalized with a prospect's information**, so you can save time while still lending a personal touch to your messages.

How user-friendly is the platform?

Your CRM will only save you time if it isn't a hassle to use.

Look for software with an intuitive interface and great customer support.

The more comfortable you are using your CRM, the more it can help you grow your firm and save time.



Does it integrate with the programs you already use?

If you're looking to implement text message marketing campaigns, a good CRM is a must—but you probably already use a range of tools every day (not to mention your firm's practice management software).

The right CRM should come with **robust integrations** to keep your operations streamlined and lean.





At Law Ruler, we've built our CRM to support integrations with dozens of popular tools, including a number of practice management platforms—so you can **smoothly transition from bringing in leads to handling their cases.**

Effortless two-way communication



Many automated text message marketing platforms won't offer your leads and clients the option to send a response—in fact, **only 13% of organizations** give consumers the opportunity to respond to texts.

But communication is a two-way street, especially for law firms. Finding a CRM that lets your prospects and clients text you back is essential to nurturing prospects and building relationships with clients.

That's why Law Ruler's CRM software offers support for 2-way texting.

We're also the only CRM on the market that lets your prospects respond to a text with a call.



Grow your law firm in less time with text message marketing

Law Ruler's robust CRM has all the tools you need to grow your firm with human-driven, automation-backed solutions—including support for personalized text message marketing campaigns.

If you're ready to **turn leads into clients and free up more billable hours** through the power of text message marketing, we've got you covered.

[Schedule a Demo](#)

About Law Ruler

Law Ruler is a functional and propelling enterprise software that transforms how you manage leads, prospects, and clients into simplified, growth-oriented cloud solutions for firms in various practice areas. We meticulously combine technology and expertise to position your firm for growth.

[Schedule a Demo](#)

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