Top 4 Ways Automating YOUR WIII Help Your Law Firm Gain Clients

Legal marketing automation is one of the most effective ways for law firms to turn leads into new

clients. With fast, consistent communication to qualified referrals and robust outreach campaigns, your practice can stand out among the competition—without sacrificing billable hours.



BOOSTING TOUCHES WITH CLIENTS AND LEADS



Crafting emails and texts takes time, and your attorneys are already busy enough with their billable hours. But the consequence? You miss out on connecting with potential leads because you didn't have the time to reach out.

Increasing the number of "touches" you have with leads helps you stay top of mind—and it's easy with automated marketing tools. Auto emails, pre-recorded voice calls, and automated text message marketing campaigns are all ways your firm can engage with new prospects without adding to your to-do list.

LIGHTNING-FAST RESPONSE TIMES



Your firm is 100% more likely to connect with a lead if you respond within the first five minutes. For firms looking to grow, that makes quick response times absolutely critical.

Automated text and email responses allow you to follow up with new leads almost instantly. You can even personalize your follow-ups by automatically including personal information like your lead's name.

By ensuring quick and consistent response times, marketing automation tools can help you book consultations with leads before they move on to another firm.

HELPING YOU PRIORITIZE QUALIFIED PROSPECTS



Was that prospect who called your personal injury practice actually searching for a workers' compensation attorney? It happens. Not everyone who contacts your firm is a qualified lead.

Powerful prospect automation tools help you focus your marketing efforts on the leads who are most likely to become clients.

Using the automation tools available through a CRM, your firm can segment your clients and leads based on how qualified they are and where they are in your pipeline (i.e., brand new leads vs. those who have already signed).

You can then fine-tune your automated marketing campaigns to different audiences and easily prioritize the leads who are most likely to sign with your firm.

BRINGING IN MORE REFERRALS AND POSITIVE REVIEWS

Positive reviews are a goldmine for your marketing campaigns, but getting them can be difficult.

Even if your law firm offers your clients exceptional service, building out your online presence with positive reviews and testimonials can be hard. In fact, 45% of lawyers report that they find it difficult to solicit reviews. Auto email campaigns make it easy to follow up with happy clients and ask them for a positive review or testimonial.

By keeping your firm top of mind with clients and fostering consistent engagement with your firm, your marketing automation campaigns can also help you bring in more leads through referrals. After all, you want your firm's name to be on the tip of past clients' tongues when friends and relatives ask them for attorney recommendations.

GROW YOUR FIRM FASTER WITH LAW RULER

Law Ruler's CRM software is built with your practice's growth in mind.

We offer the robust marketing automation tools you need to bring in more qualified leads—and sign them. To learn how Law Ruler can help your firm grow, schedule a demo.



Learn More www.lawruler.com (866) 603-5233