

# Marketing Automation Basics for Law Firms

Build positive relationships with future and current clients using marketing automation.

## Free your attorneys to spend more time on client matters

Every hour you spend on marketing is one less hour dedicated to serving your legal clients. Marketing automation frees attorneys' time to focus on practicing law.

## Set expectations for great customer service

In a world where almost anything is just a few taps away, your prospects expect an instantaneous response. Demonstrate how timely and attentive your firm is by automating your response to contact forms and consultation requests.

## Automated doesn't mean impersonal

With the right CRM, you can personalize your emails, texts, and voice calls with data gathered from your client intake and contact forms.

## Nurture leads with less time and effort

There's a sense of urgency when searching for counsel, so leads favor responsive legal firms. Marketing automation provides consistent nudges to keep your firm top of mind—without being "spammy."



# Law Ruler's Best Marketing Automation Features

Law Ruler supports your marketing efforts with automation features tailored to meet your firm's needs.

## Email drip campaigns

Serve potential clients the right content at the right time, without sacrificing any time of your own. Create email drip campaigns that nurture leads with targeted content.

## Automated texts

Use Law Ruler to send reminders, set up consultation appointments, and more. Recipients can even text your number back, and your staff can manage all client communications conveniently from within Law Ruler.

## Voice calling campaigns

Pre-record and schedule voice calls to nudge potential clients toward committing to your firm. This convenient form of marketing automation stands out because it offers a window into your legal team's personality.

## Automated follow-ups

Attorneys are busy. It can be difficult for attorneys to follow up with leads in a timely manner—and that can mean losing out on potential clients. Plug this major revenue leak with automated texts, emails, and voice calls that guide prospects through your sales funnel.

## Analytics dashboard

When your marketing strategy starts with data, you'll see better results. Law Ruler's dashboard analytics provide instant, easy-to-interpret insights, so you can stop wasting time and money on methods that don't work for your audience.



Ready to get started? See for yourself what a difference our software can make.

[Schedule a Demo](#)