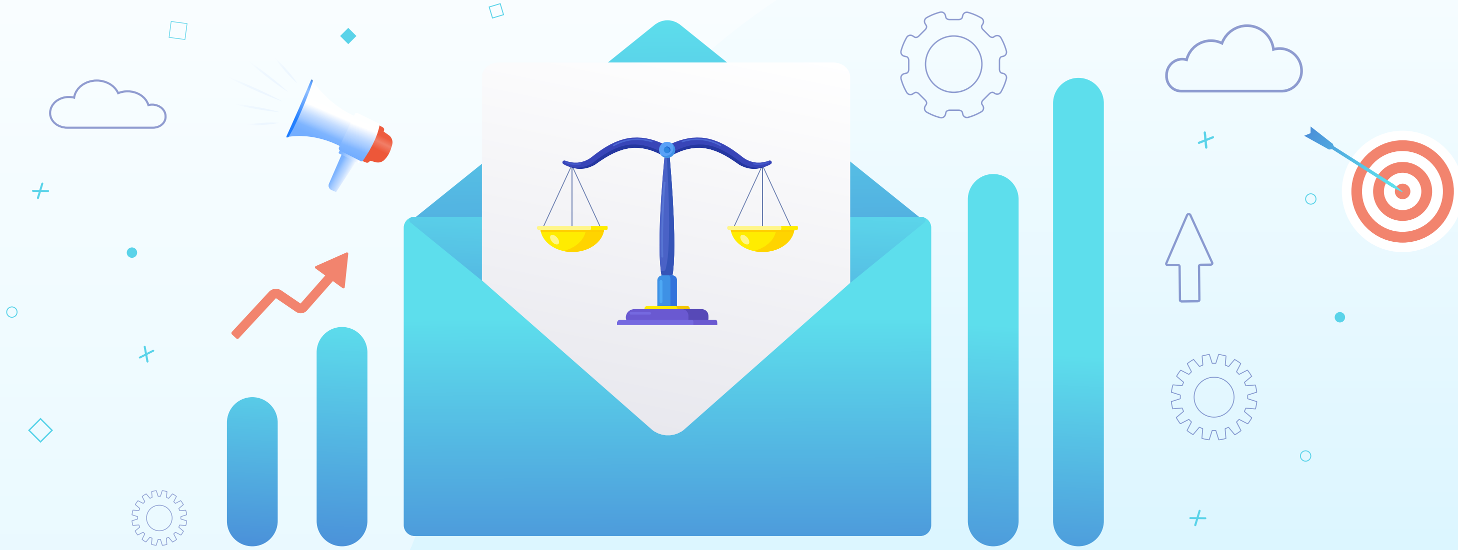
Law Ruler
by profitsolv

How to Grow Your **Legal Practice** with **Email Drip Campaigns**

Your law firm is [100 times more likely to connect with a lead] within five minutes after the first point of contact. Email drip campaigns can introduce your team to qualified prospects, nurture existing leads into winning clients, and streamline your intake workflows so you have more time for billable hours.



In short, email drip campaigns are a highly effective way to grow your law firm when executed as part of a well-rounded strategy. There are a number of best practices you can use to optimize your drip campaign strategy, both now and as you continue to iterate your marketing plan.

What are email drip campaigns?

Think of email drip campaigns like a trail of breadcrumbs. They slowly and steadily lead prospective clients on a journey toward understanding your firm and what you can do for them. An email drip campaign can be an effective way to demonstrate to potential clients that your law firm has the expertise they need.

Each pre-written message, or "drip," delivered to potential or current clients leads them toward a particular goal or call to action (CTA). When properly implemented, email drip campaigns can significantly increase your opportunities to sign new clients.

If you're new to email marketing, a legal CRM can simplify the process. Law Ruler's intelligent intake forms capture key data about each lead, which you can use to deliver the right content at the right time.

Why automation is key

There aren't enough hours in a day for attorneys to personally determine every client's interests and send appropriate content in a timely manner. The marketing automation tools included in a CRM software make it possible to maintain steady, relevant communications without sacrificing billable hours.

Attorneys and other legal staff do need to dedicate time to setting up a campaign, but once law firm drip campaigns are started, they require minimal maintenance and oversight. Law Ruler delivers an automated series of emails, texts, or voice calls on a designated schedule or in response to certain client actions, such as accessing gated content or scheduling a consultation.

How to use email drip campaigns at your law firm

The goal of your legal marketing drip campaigns will vary depending on your chosen audience. Many drip campaigns for law firms are set up around converting new leads into clients. That isn't your only option, though. You can use drip campaigns to:

- Keep current clients engaged
- Re-engage previous clients or clients who failed to convert
- Run a welcome campaign for newly converted clients
- Build your firm's reputation by sharing news, blog posts, interviews, and other content
- Request reviews following completed legal matters

No matter how you implement your drip campaign, it will have significant benefits.

> ***Successful law firm drip campaigns achieve a high level of engagement with potential and existing clients while reducing time that attorneys spend on marketing every week.***

As a result, your law firm stays top of mind with prospects, leads are well-informed about the value you offer, and your clients are rewarded for their loyalty.

Six steps to an email drip campaign

1. *Identify your target audience*

Every law firm has an ideal client. To determine the target audience, ask yourself:

- What do your most profitable clients have in common?
- Who needs the legal services your firm provides?
- Where are these individuals located?
- What content and information will serve them?
- What methods are they likely to use when accessing the information they need?

Once you have your general target audience, separate that audience into groups. For example, you might divide your audience by age, location, profession, or previous legal matters. Most clients or prospects fall into more than one segment.

2. *Establish triggers*

Your drip campaign should deliver relevant, tailored emails based on "triggers"—actions or demographics that provide insight into your audience's needs and wants.

Action triggers are dynamic. They determine which content should be sent to prospects or existing clients based on how they engage with your firm, such as requesting a consultation or clicking on a link in an email.

Demographic triggers are more static. They determine which content should be sent to prospects or existing clients based on factors like age, job, or location. By tracking both types of triggers, you can build a "profile" for each current and potential client.

3. Develop your firm's messaging

Decide what you'll say in your drip campaign and when.

Write each individual "drip" of your campaign. You'll need multiple versions of some emails for each segment of your audience.

Each time you make contact with a lead or client, your message should be concise and specifically related to one of the triggers you've set up.

You should always include a clear CTA.
For example, invite recipients to schedule their consultation, learn more about a certain practice area, or confirm an upcoming meeting.

> *If your copywriting bandwidth is limited, consider engaging a legal copywriting service to help craft the right messaging for your law firm. This can save you time and money, and ensure an effective end result.*

4. Plan your campaign

At this stage, you've laid much of the groundwork for your legal marketing drip campaign. Still, you'll need to decide on some key details, such as the right number of touchpoints, email frequency, and the order of your mails.

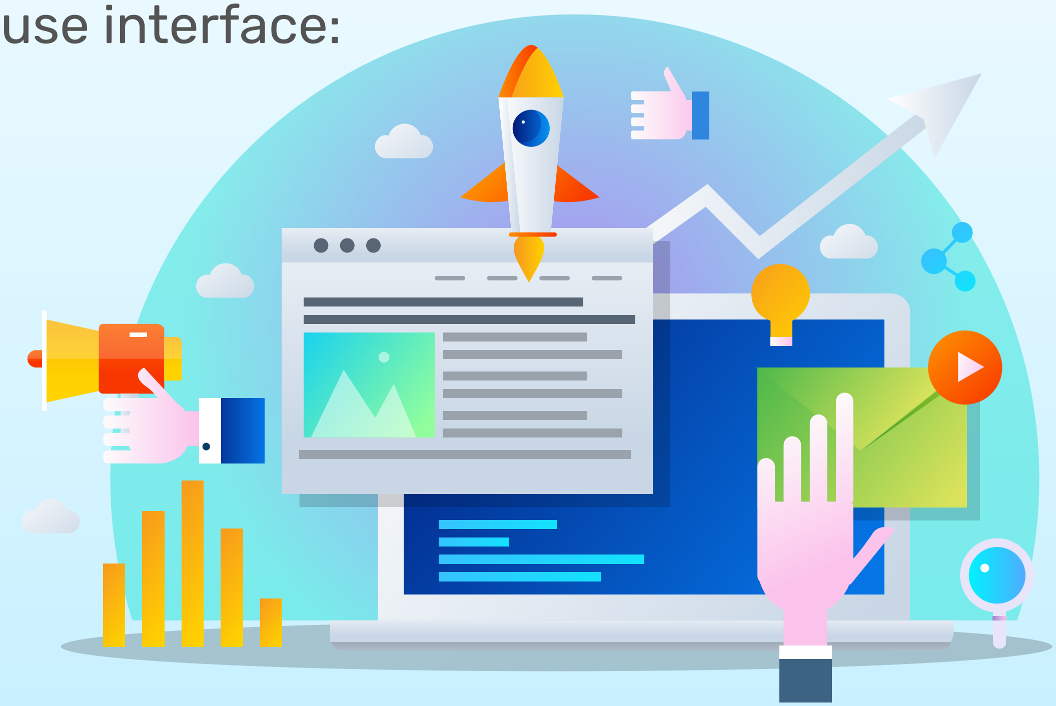
> *You should determine when it's appropriate for attorneys to enhance the client experience by following up personally, as well as who will be responsible for making sure these communications are sent.*

5. Start your legal marketing drip campaign

Ideally, your drip campaign should function independently with minimal oversight, so attorneys can focus on practicing law. That's where having the right software support can make all the difference.

Law Ruler makes it possible to define your audience, establish triggers, and customize drip campaign options with ease. Our multifaceted legal CRM includes all of the features you need to manage legal marketing drip campaigns in one intuitive, easy-to-use interface:

- Automated email follow-ups
- Dashboard analytics
- Task management tools
- Industry-leading software support
- Robust integrations with other legal technology

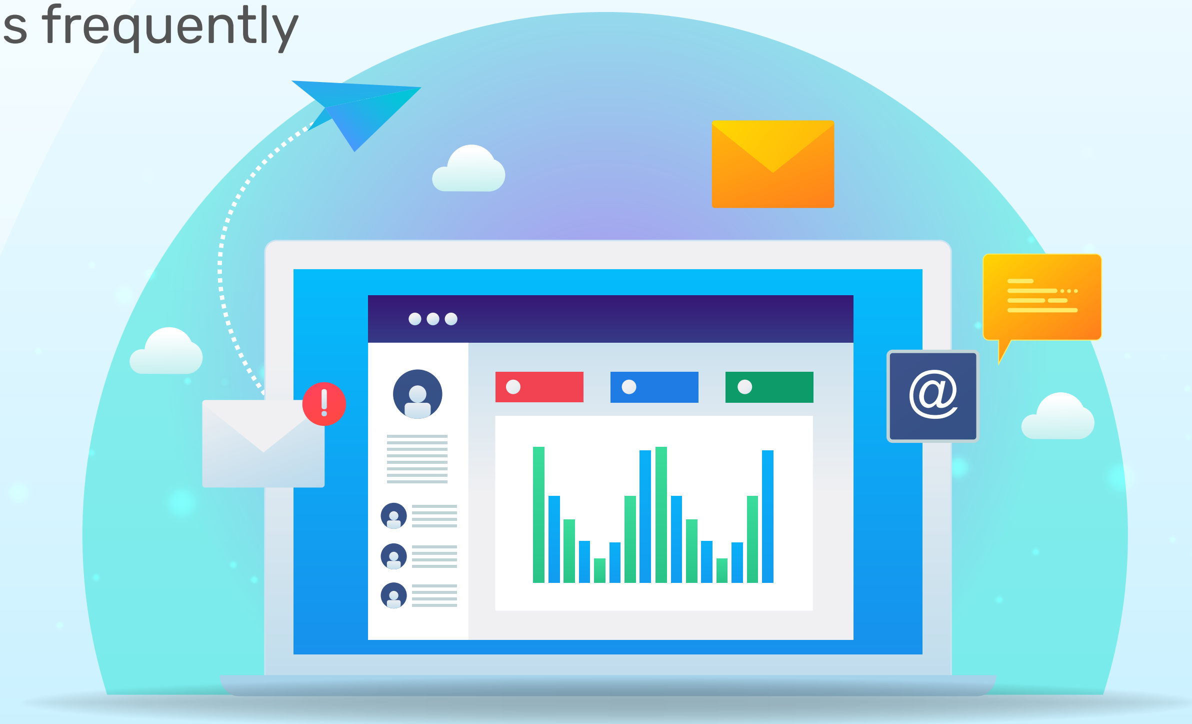


6. *Evaluate campaign performance*

Law firm drip campaigns should be the number one tool in your marketing toolbox. However, each campaign's success hinges on the details.

How does your audience interact with your emails? You may be surprised. Once you work through campaigns and learn more about your audience, you can add triggers, adjust your messaging, and contact leads more or less frequently depending on what works for your team. Email campaigns can—and should—be tailored over time to further your firm's goals.

But how do you know what is or isn't working?



Make data analysis work for you

To understand your campaigns' ROI and make these adjustments effectively, your firm will need to be able to track campaign metrics and run regular reports.

For this reason, it's important to use a marketing automation software that offers dashboard analytics and reporting features.

Law Ruler's [Dashboard Analytics] allows you to track key performance indicators like click-through rates, conversion rates, and average time to conversion.

We make it as easy as possible to analyze succinct data and monitor your firm's KPIs. You can even schedule recurring reports, ticking one more thing off your to-do list.

With data analysis, your firm can assess the efficacy of your current campaigns and make adjustments as needed.

Elevate your law firm marketing with Law Ruler

Email drip campaigns don't have to be intimidating. Fuel your law firm's growth without sacrificing time, energy, or money with legal CRM marketing automation tools.

If you're ready to uplevel your marketing efforts, boost your conversion rate, and better serve your legal clients, contact us today to schedule your **free Law Ruler demo**.

Legal marketing automation support

Our **FAQ video series** and **resource library** are available online 24/7, and our friendly certified product consultants are readily available by phone or email to aid you throughout the process.

Contact us any time to discover why Law Ruler is the preferred client intake, legal CRM, and marketing automation software for law firms of all sizes.