



 Law Ruler

How to Market Your Mass Tort Law Firm with Automation

Mass tort law firms face distinct challenges when it comes to attracting and retaining clients.



Mass tort law firms face distinct challenges when it comes to attracting and retaining clients. To successfully grow your clientele, you need to demonstrate an unwavering dedication to earning potential clients' trust and educating them about their legal rights.

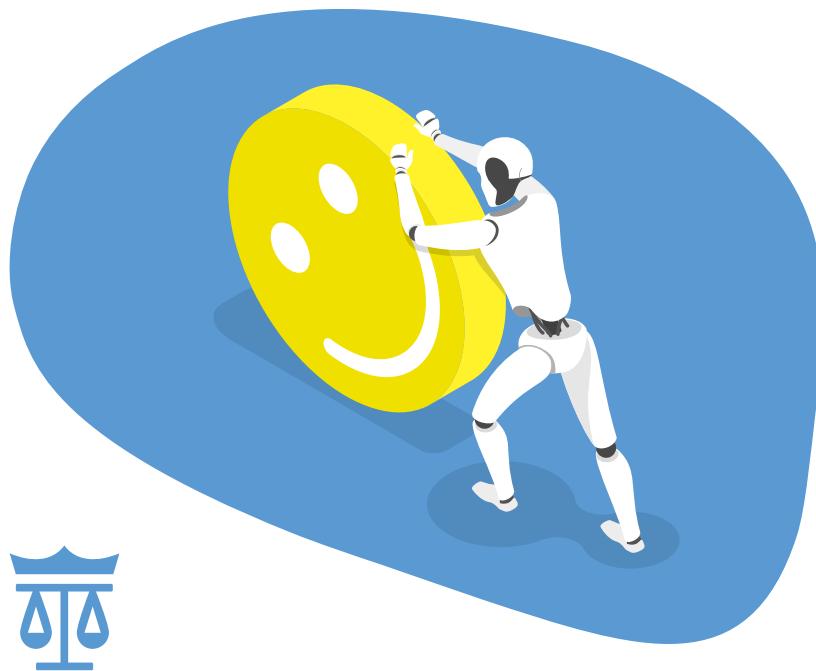
When numerous people are seeking compensation for similar, but not identical, injuries or damages at the same time, building meaningful client relationships with all of them isn't always straightforward.

In many cases, mass tort plaintiffs are a diverse group. The affected individuals may have little in common with each other apart from using the same product or medication. This can complicate your marketing efforts.

To reach potential clients who have been impacted by a particular tort, you might need to leverage multiple marketing messages and communication platforms. And as interest in your legal services grows, you'll need outstanding organizational skills to sort through and store potential clients' contact information, evidence, and other claim details.

A combination of drip campaigns, email marketing, voice calling campaigns, and even text messages will help you keep your mass tort law firm top of mind with leads and offer valuable resources and information to those who are seeking help.

Once potential clients are ready to commit to your firm, intelligent intake forms make it simple to weed out anyone with an expired statute of limitations or other issues with their claim that could complicate litigation.



Client relationship management (CRM) software with marketing tools can help you reach and nurture more potential clients in less time thanks to the power of automation.

Getting Started With Mass Tort Marketing

For any marketing campaign to succeed, strategy is key. (After all, you can't automate a marketing plan that you haven't created yet.)

Take your time with this stage of the process. Thorough planning is crucial for any automated marketing to convert curious leads into satisfied clients.

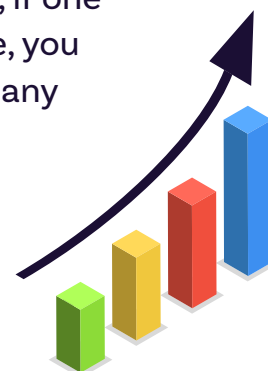
Define your marketing goals

Avoiding bombarding potential clients with content that holds no clear value to them. Getting your name out there is important, but the more specific your goals are, the better.

Start by deciding what your mass tort law firm should gain from your marketing efforts. Ask yourself what would benefit your mass tort law firm the most. For example:

- Increasing your number of clients overall?
- Adding more plaintiffs to a particular mass tort?
- Attracting clients from a different area or socioeconomic status?

Identifying the answers to these questions helps you set intentional mass tort marketing goals in line with your law firm's business objectives. For example, if one objective is to double your firm's annual revenue, you could set a marketing goal to attract twice as many leads on a monthly basis.





Speak to specific client personas

Client personas describe an ideal client for your law firm. Think of them as fictional individuals based on common client attributes. These personas make it easier to create meaningful, targeted marketing messages that are truly relevant to your potential clients because they help you imagine your desired audience.

As you develop personas, review your current clients and ask yourself:

- What is the average client lifespan?
- Which types of mass tort cases bring in the most revenue for your firm?
- Which types of mass tort cases do you find the most satisfying to work on?
- Do your most profitable clients tend to have their age, location, job, or gender in common?
- Based on each type of tort, what pain points or motivations might clients have in common?

Remember, your mass tort law firm marketing efforts may need to target many different types of people, even when you're attracting multiple leads for a single mass tort case. If necessary, create a few client personas for each type of mass tort that your law firm addresses.



For mass tort clients, communicating trust and reliability is the top priority. Your potential clients need to know that they can rely on your law firm to look out for their best interests.

Every time you communicate with a potential client—whether through text, email, or voice call—you have an opportunity to demonstrate your law firm's empathy for their experience, values, and challenges as claimants. As you deploy marketing automation, make sure you personalize all your communications—no mass tort client wants to feel like just a number to their legal counsel.

Automating Your Mass Tort Marketing Efforts

Once you've laid the groundwork, you can introduce strategic automation to your marketing. A reputable legal CRM like Law Ruler offers many avenues to improve lead generation and streamline attorneys' communication with potential clients.



Drip campaigns

In drip campaigns, CRM software and marketing automation tools are used to send a predetermined series of emails, texts, or prerecorded voice calls to a lead over time based on certain actions the lead takes. The drip, or point of contact, guides the lead towards a particular outcome.

For example, you might use your CRM to send a potential mass tort client a series of emails about a pending class action lawsuit. These emails can achieve various goals, such as educating them about the tort that affects them, eventually leading up to an invitation to contact your law firm for a consultation.



Email marketing

Automated emails are an effective way to re-market to potential clients who have shown interest in your law firm. For example, your CRM can send a reminder email to someone who started to fill out a contact form but never followed up on scheduling their consultation.

You can also use [email marketing](#) to educate potential clients about your intake process and what to expect as a plaintiff in a mass tort case.



Text messaging

Your prospects always have their phones with them. In fact, they read [98% of the text messages](#) they receive. Your legal CRM can deliver texts and automated voice calls to schedule consultations, request e-signatures, and share information about ongoing mass tort cases with multiple plaintiffs at once.



Client intake forms

Around [30% of multidistrict litigation \(MDL\) claims](#) fail to support the plaintiff's position, according to the Advisory Committee on Civil Rules. Approximately half of MDL claimants lack adequate admissible evidence, have expired statutes of limitations, or face other serious issues with their claim.

Save time screening potential clients for eligibility with intelligent screening forms that respond to potential clients' responses. This approach also protects leads with unsupportable claims from having false hope.

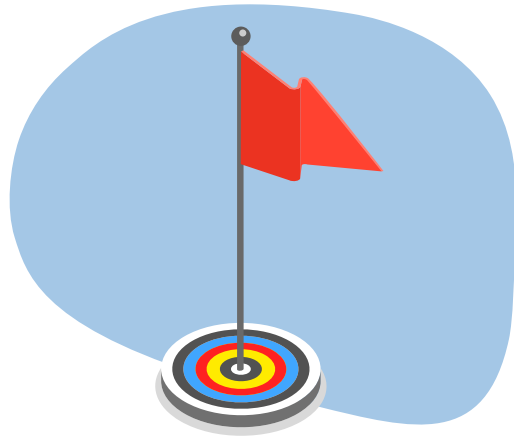


Analyze the Results of Your Automated Efforts

If your CRM software offers analytics, take time to regularly review the key performance indicators (KPIs) most relevant to your law firm's individual marketing goals. Frequently checking KPIs helps you keep your law firm's progress top of mind and adapt your marketing and business development strategies quickly.

For example, if your goal is to increase the number of clients your firm attracts, track how many clients fill out consultation forms on your website, social media channels, and emails to figure out which communication avenue earns the most sign-ups. If potential clients who arrive via social media don't complete consultation forms, it's time to examine your social media content to ensure you're correctly tailoring messaging to your audience. Alternately, if you have high rates of completion from leads arriving via email, it may be an opportunity to double down on your email marketing.

In short, your KPIs provide you with information that empowers your law firm to get the most out of your marketing tools.



Try Law Ruler Today

As the #1 mass tort law CRM software for thousands of law firms, Law Ruler's marketing automation tools empower you to nurture genuine connections with more leads in a shorter amount of time, *without* taking attorneys away from their billable tasks.

[Schedule a demo](#) now to learn more.

Schedule a Demo