



Law Ruler

by √profitsolv

Your Legal Marketing Tech Stack for 2023



Your legal marketing stack is the unsung hero of your law firm. While you do all the heavy legal lifting, it's spotting you in the background, helping you bring in the right clients and get their legal matters moving.

But is your legal tech stack up to the task? Even if it was working great for you a year ago, law firms (and technology) change. Here's what you need for your 2023 legal marketing stack.

What is a marketing tech stack?

In general, a marketing tech stack refers to using multiple software solutions and systems together to create a comprehensive, integrated ecosystem of data.

The term "martech" stack refers specifically to marketing technology. A firm's martech stack is the group of marketing tools your team uses for anything related to marketing or lead generation. This could include ads, social media, CRM systems, analytics, AI, and more.



These tools, when properly implemented and integrated, automate processes and allow your firm to connect to your audience, all while providing the data necessary for informed business decisions and overall strategy for targeted marketing campaigns.

As your team evaluates your martech stack, it's important to consider how different systems integrate and complement each other. There's no need to make do with inefficient products or processes—with the options out there, teams can match specific products together to create the exact system that works for their goals.

How to assess your current legal marketing stack

Before reviewing any particular product or software, take some time to figure out the areas where your firm wants to improve.





Here are some questions to ask:

- What exactly do you want to achieve (more qualified leads, less time on client intake, better KPI tracking, etc.)?
- How do you want to differentiate your firm in the market?
- What niche could you serve that is currently underdeveloped as a client base?
- What improvements do your clients want to see from your practice?
- What are your top priorities, and what technology could support that goal sustainably?

Defining business requirements and understanding your current processes and technologies can help drill down to your exact goals, strengths, and weaknesses. In turn, this will help your firm identify the best martech stack to achieve your business development and client relationship objectives. Today, many firms prioritize including a CRM system, which can house data that informs the overall marketing strategy.

Other needs could include:

- Content management systems
- SEO tools
- Social media management
- Email marketing
- Marketing automation software
- Analytics software

Whether it's finding a new SEO system that integrates with your marketing software, or overhauling your entire client management software, the tools you choose will depend on your firm's unique circumstances.

That said, across the industry, there are a number of technologies to consider that can improve a legal firm's marketing efforts and provide efficient, effective results.





The 2023 legal marketing stack essentials

Wondering what software is the most important to include in your marketing tech stack? There are a few that stand out from the rest as “mission critical”.

Client relationship management

A client relationship management (CRM) system manages an organization’s relationships with clients and prospective leads. A CRM facilitates relationships and business growth through increased connections and touchpoints with clients, as well as providing data to inform marketing objectives.

A CRM should also decrease the amount of effort it takes to do this work. In general, a CRM should support automating administrative and analytical tasks like:

- Tracking historical data on contacts, referrals, and clients
- Generating reports on past services
- Creating contact lists for client touchpoints, e.g. events, new service offerings, or new laws relevant to specific specialties within a practice

For law firms, a CRM is valuable software that can quickly deliver a substantial return on investment, particularly when they invest in a legal-specific CRM. Unlike industry-agnostic CRM that could be used in various fields like real estate, health care, or construction, legal CRM allows lawyers to establish workflows that support the unique operations of law firms, from intake workflows to document creation to client retention—all with compliance safeguards baked in.

Website tools

Many firms, and many clients, assume that a website is a standalone thing. But in reality, a modern, user-friendly website is the integration of multiple systems customized to your firm's needs. The best websites combine well-written content, eye-catching design, carefully implemented SEO, and robust client support—and they do it in a way that's easy to manage.





Content management

A content management system (CMS) enables you to manage the content on your firm's website. Rather than a static website that never changes, your website should be a dynamic, responsive environment that provides new value and content to clients or prospective leads on a regular basis.

You don't need to moonlight as an expert coder to achieve a secure, attractive, and informative site, though. [Squarespace](#) and [WordPress](#) offer templates to make creating and updating your website as simple as "point-and-click." Looking for something more robust with a team that will help support you and your site? Companies like [TitleTap](#) offer customized turn-key website building specifically for law firms.

SEO

Search engine optimization (SEO) is here to stay. Beyond publishing important information, SEO drives traffic to your page by informing search engines about your services and content in order to drive users to the correct sites. It's important to monitor SEO and optimize your website to make sure that search engines are sending the right traffic your way. From keyword research to link building, SEO software like [Moz](#) and [Semrush](#) can cut out the confusion and help your team meet your goals.

AI chatbots

Virtual receptionists and AI chatbots are increasingly valuable to firms whose clients expect immediate responses and information. Companies like [Smith.ai](#) and [Ruby](#) provide 24/7 AI services tailored to law firms and can be customized to answer frequently asked questions. This provides potential leads with accurate information, enabling them to make more informed decisions, and filters out individuals who may be searching for help in an area outside of your practice.



Social media marketing tools

Social media marketing tools can do anything from scheduling content to monitoring audience engagement and managing ad campaigns. The right product can help grow your audience, better engage with your current community, and reach more qualified leads for your practice. Many marketing tools apply across multiple social media platforms, although each platform has its own idiosyncrasies, and you should consider these when choosing a social media marketing tool.

The platform [Later](#) includes tools designed for curating an aesthetically pleasing Instagram feed. For LinkedIn, a platform buzzing with thought leaders, [Social Animal](#) uses AI to help you source relevant, high-quality content to share.





Email marketing

Email marketing can either be a separate entity or one that is integrated with your legal CRM. Firms can nurture leads with a legal-specific CRM through [email drip campaigns](#), which educate clients on your practice areas and legal services. Drip campaigns can increase your client touchpoints, making potential clients more likely to convert or helping clients understand your services better.

While managing drip campaigns within your CRM is the most convenient approach to email marketing, tools like [Mailchimp](#) and [HubSpot](#) are free and come in handy for firms who have yet to adopt a CRM.

Marketing automation

Marketing automation, like email marketing, can be an independent system or one that's integrated into a legal CRM. In general, any marketing automation system needs to complement and integrate with a CRM database in order to minimize redundant administrative work.

Email drip campaigns can be a part of marketing automation, but there are many other tools to expand a firm's marketing arsenal. For example, you can send personalized follow-ups to potential leads via text or email with [Omnisend](#) or [SendinBlue](#).

Analytics

Taking advantage of analytics is essential for tracking KPIs and monitoring marketing strategies. A robust analytics dashboard enables teams to iterate and evaluate projects so they can adjust and pivot to reach their goals. Data allows teams to make informed decisions and get better results. Systems like LawRuler's [Dashboard Analytics](#) offer powerful ways to track productivity, case metrics, and new leads to help firms achieve their growth and client relationship goals.



Learn more about the systems that work for you

When it comes to marketing tech stacks, Law Ruler's legal CRM is an integrated, holistic system that creates a streamlined ecosystem of marketing automation tactics. Law Ruler provides solutions for a modernized practice with enhanced growth. To learn more about Law Ruler,

Schedule a No-obligation Demo