



Law Ruler

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5 Reasons Why Your Criminal Law Firm Needs a CRM



Criminal law practices face unique marketing challenges in their field. Every case and client is different, making it difficult to implement broad marketing strategies. In addition to the diversity of clients, criminal law practices operate in a saturated market, and often struggle to build long-term client relationships.

But marketing doesn't have to feel scattershot or cumbersome.

While these factors are challenging, [legal CRMs](#) provide a smart and effective solution for criminal law firms looking to build sustainable and results-driven marketing. A legal CRM can help practices connect more efficiently with clients, allowing personalized legal service without more work from legal staff.



WHAT IS A LEGAL CRM?

A client relationship management (CRM) system is software that manages an organization's relationships with clients and prospective leads.



The goal of a CRM is to facilitate relationships and business growth through increased connections and touchpoints with clients, as well as provide actionable data to inform your business goals and marketing objectives.

Moreover, CRMs help remove the guesswork from client relationship tracking and marketing campaign success.

Your CRM should decrease the amount of effort it takes to execute marketing and communication campaigns. A CRM can streamline and automate tedious administrative tasks, such as:

- Data entry
- Document assembly
- Contact management
- Client follow up
- Appointment scheduling

When it comes to selecting the best CRM for your firm, keep in mind that in contrast to industry-agnostic CRMs, **legal CRMs are specifically designed for legal practices.** Because they are specifically designed with the workflows, client needs, and compliance requirements of the legal field, legal CRMs have advanced functionality without the need for advanced system customization.

FIVE WAYS A LEGAL CRM CAN IMPROVE YOUR CLIENT RELATIONSHIPS TODAY

1. Targeted marketing outreach

The criminal law field is oversaturated and competitive. Targeted and [automated marketing outreach](#) is key to attracting your ideal clients and building positive recognition for your practice.

[Email drip campaigns](#) are a fantastic method for creating touchpoints with potential clients and educating them about your services. They make a great marketing choice for busy teams because, while they take some time to initially set up, they act as a long-term automated tactic for building brand recognition and nurturing leads.

What are email drip campaigns?

Email drip campaigns are a strategic set of pre-written messages crafted for a specific purpose.

For marketing outreach, a drip campaign can 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 experience they need.



By integrating a legal CRM with an intentional email drip campaign, your law firm stays top of mind with prospects, and leads are well-informed about the value you offer. This messaging can help your firm stand out from other less proactive or communicative criminal law practices.

2. A more effective client intake process

Once you generate leads, the next step is the intake process. But ad-hoc or manual [client intake](#) processes can feel onerous or redundant.

If your criminal law practice frequently goes through the client intake process, only to realize that a lead is not the right fit for your practice, then a pre-intake form could remove significant hurdles in your onboarding.

A pre-intake form facilitates initial client intake conversations to understand whether or not a prospective client is a qualified lead for your team. CRMs gather information and can be used to pre-screen clients, meaning you can solely focus on the leads that are a good fit.

Another common issue for criminal law practices is that large client volumes can lead to cumbersome data entry and filing. CRMs can save you time by [automating data entry](#) from pre-intake forms. If you capture the right information and store it correctly, then your firm becomes well-positioned to capitalize on that data and use it to build a stronger connection with a future client.



3. Nurtured relationships from start to finish (and beyond)

Once you've signed a client to your practice, legal CRMs can continue to foster increased understanding and trust between you and your clients.

Criminal law practices work with a high volume of current clients, and it can be impractical to maintain one-on-one correspondence with every single client. You need steady communication, however, to build trust and nurture relationships. With the right legal CRM, you can facilitate consistent and [personalized communications](#) without sacrificing non-billable hours to email follow-ups and phone tag.

Email drip campaigns can also provide clients with valuable information. For example, you can use them to alert clients of changes to government-run programs or help them connect to other resources by directing them to service providers in your referral network.



4. Streamlined communication during ongoing cases

When it comes to staying on top of appointments, court dates, document signatures, and follow-ups, the right legal CRM can help criminal law practices provide regular communication with their clients. Legal teams can also use CRM technology to better reach out to clients with their preferred methods of communication.

Communicating with clients in their preferred format can have a big impact. Many clients have strong preferences for text, email, or phone. By connecting with them in the way that feels most comfortable to them, you provide a better client experience while increasing the likelihood of a response.

What's more, with a legal CRM, you can easily automate not just email, but text and voice calls, too. Use automated texts and voice calls for:

- Follow-ups
- Consultation information
- Appointment reminders and confirmations
- Document and evidence requests
- Court date reminders
- Trust fund replenishment requests
- eSignature requests

Other features in your legal CRM can be deployed during client communications. Legal CRMs with secure file-sharing and eSignatures facilitate a more-efficient **document-sharing and management process.** By using eSignature requests in tandem with automated reminders, a criminal law practice can reduce administrative tasks and tracking.



5. Automated workflows

Document assembly and task automation can reduce the amount of time you and your team have to spend managing client intake and marketing tasks. When you set up task templates, it becomes much easier to set projects in motion—and it certainly decreases the mental energy required!

A legal CRM that offers document assembly can automatically deliver the document package of your choice to clients with custom document templates, shaving hours off of assembly. Furthermore, data entry redundancy also minimizes manual entry, such as client intake responses.



You can turn to robust, automated reporting tools to provide birds-eye view of critical KPIs

All of these time-saving processes add up, enabling a criminal law practice to spend more time supporting its clients and providing quality service.





FIND THE RIGHT LEGAL CRM FOR YOUR PRACTICE WITH LAW RULER

Let Law Ruler transform your law firm's marketing strategy with an efficient, data-oriented legal CRM. Our goal is to simplify your operations to help your criminal law practice grow. Whether it's improving **data analysis and metrics tracking** or nurturing a referral marketing program, streamlined processes can optimize marketing and client administration efforts.

With automated appointment scheduling and email and text messaging, building strong relationships with your clients has never been easier. Explore how your team can build long-term, sustainable growth, and **schedule a demo** with us today!