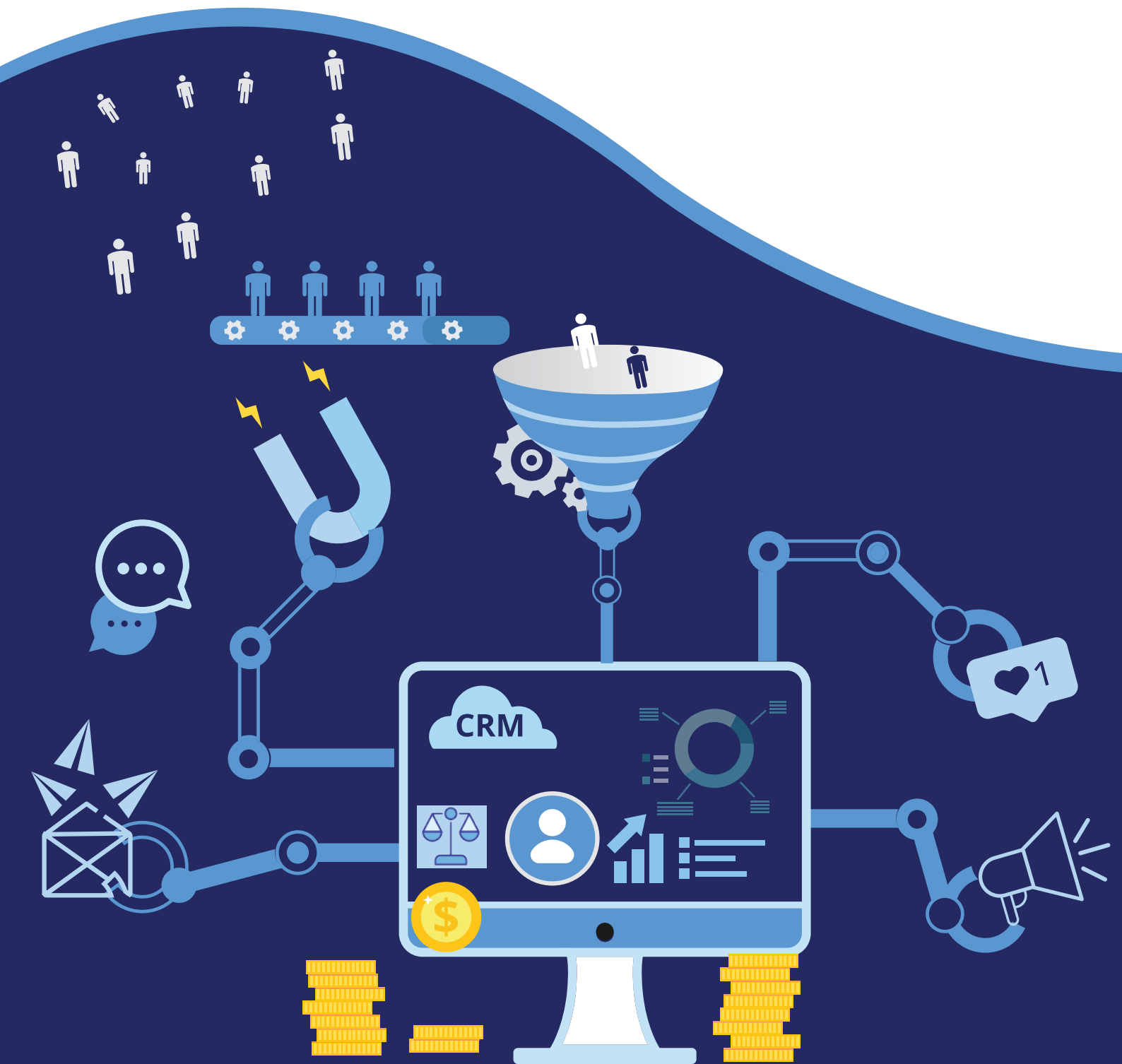




Law Ruler

by **profitsolv**

Four Ways Automation Can Grow Your Law Firm



Growth is typically a top priority for law firm leaders. But it's one thing to say you want to scale, and it's another thing entirely to build long-term, sustainable growth by attracting ideal clients and qualified leads.

It takes vision, a comprehensive marketing plan, and the systems in place to effectively implement each of the necessary processes.

Whether you are a solo practitioner or a mid-sized law firm, scaling your business requires the right strategy. Sure, you can run Facebook ads and see a bump in interest. But how many of those viewers are actually a strong fit for your firm?

Scaling and attracting qualified leads requires firms to work smarter, with the right tools in place. One of the best tools a law firm can use for sustainable scaling? Marketing automation.



WHY SHOULD LAW FIRMS INVEST IN MARKETING AUTOMATION?

The most effective legal [client relationship management](#) (CRM) software systems include legal marketing automation features. While a CRM is helpful in its own right, automation takes legal CRMs to the next level, opening up increasingly efficient ways to market your firm.

In short: **automation tools can be game-changers for firms.**

Automation uses artificial intelligence (AI) to facilitate tasks that would otherwise be manually completed by firm members. By taking over manual tasks, automation allows firm members to devote their time and skills to billable client tasks or other high-value projects.

That's not all, though. From improved marketing efforts to the efficient handling of legal [client intake](#) tasks, automation helps law firms drive growth and level up.



HOW AUTOMATION CAN GROW YOUR LAW FIRM

Any law firm, no matter how small or large, can elevate its marketing methods with law firm marketing automation and scale its growth. Here are some of the most impactful ways that law firms can deploy marketing automation.

1. Establishing a presence

The first step to scaling your legal practice is to make potential clients aware of your firm's presence and abilities. This is the "discovery" stage of marketing, where you share content that draws attention and begins the relationship-building process.

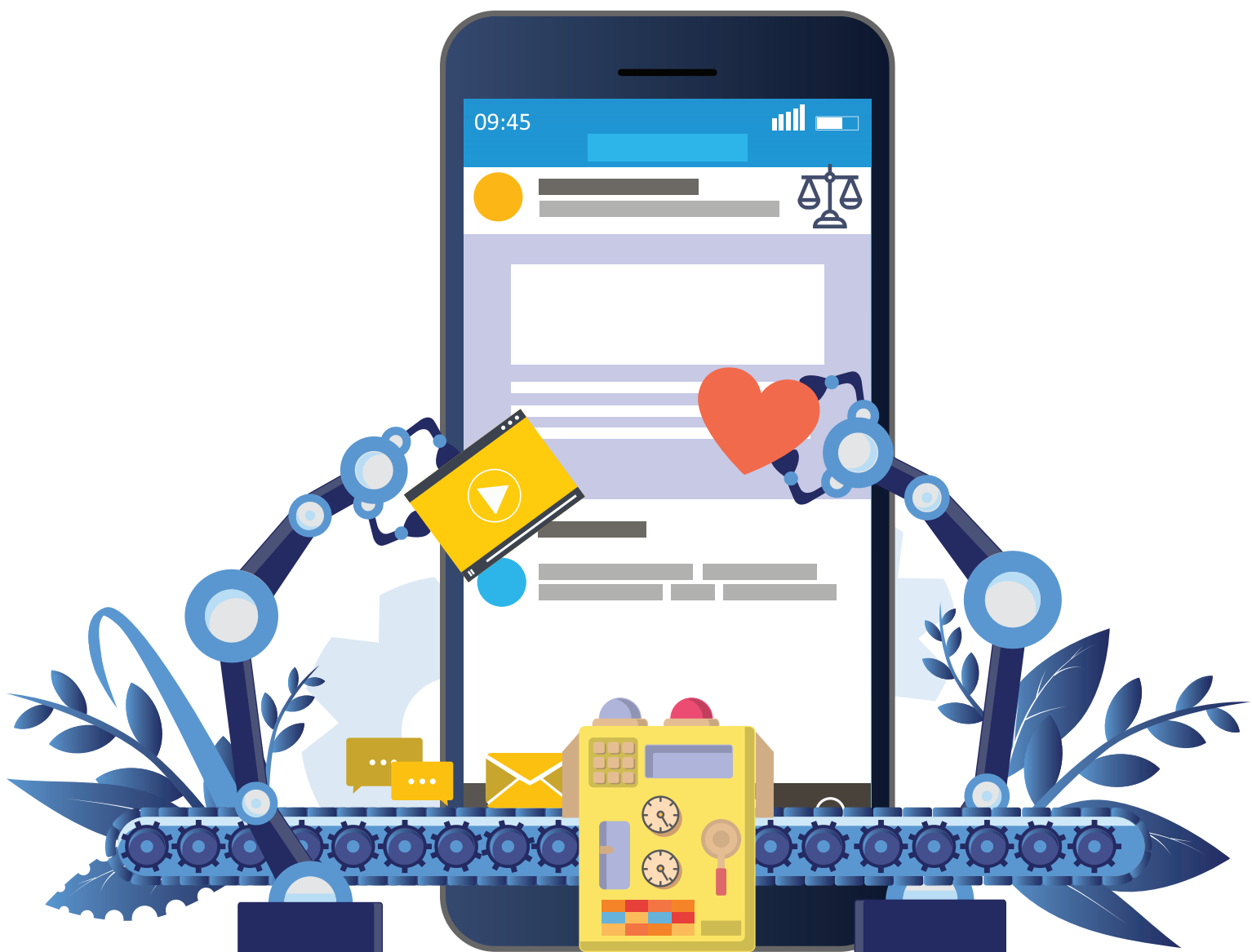
Many potential clients may not convert the first time they hear about your firm—and that's okay. Qualified leads can need upwards of [eight touchpoints](#) before they'll convert to clients.

This stage of marketing is more focused on establishing your brand and educating your audience about the value you provide. When your audience members are finally ready to sign with a law firm, you'll be the first one they think of.

Automated workflow tip

Planning out content in advance is more efficient than ad hoc posts. With automation, teams can schedule blogs and social media content to post automatically at peak times to get the most views.

Consider batching your content for the next month or quarter, either internally or with external digital marketing experts, so you can get back to delivering results for your clients.



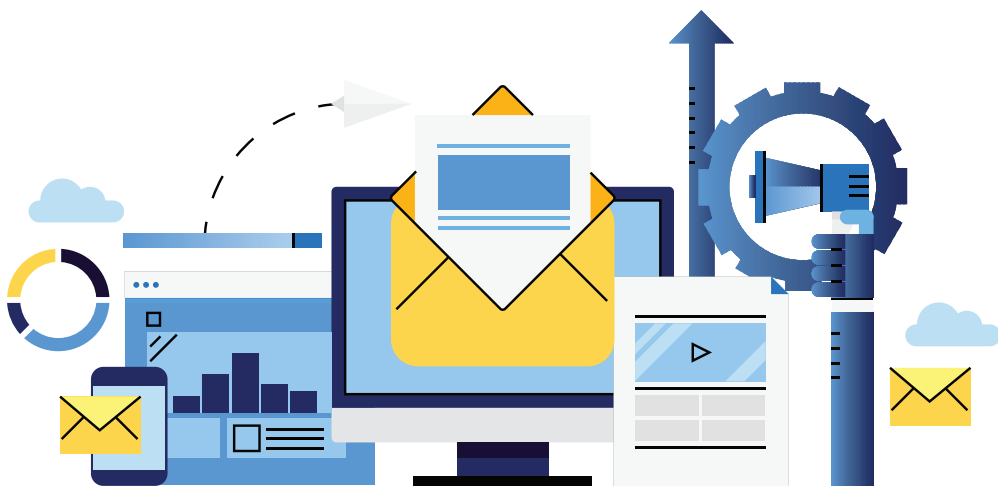
2. Nurturing leads

Many firms rely on their staff and employees to manage lead nurturing tasks, but human error, missed opportunities, and inconsistent follow-through can impede your efforts to scale.

Automated lead nurturing, such as email [drip campaigns](#), streamlines marketing tasks to seamlessly move leads through your law firm sales funnel.

Email drip campaigns are a series of emails designed to take the reader on a journey from Point A to Point B. For example, automated email campaigns can lead a website visitor from your interest form to scheduling a consultation to signing an engagement letter.

Keep in mind that law firm leads can take various paths in their decision to hire a firm, so they may enter your sales funnel at different entry points. They may also require various levels of support. Automation facilitates the routine and tedious tasks of lead nurturing so you can [consistently engage with prospects](#) while also making time for more personalized support when needed.



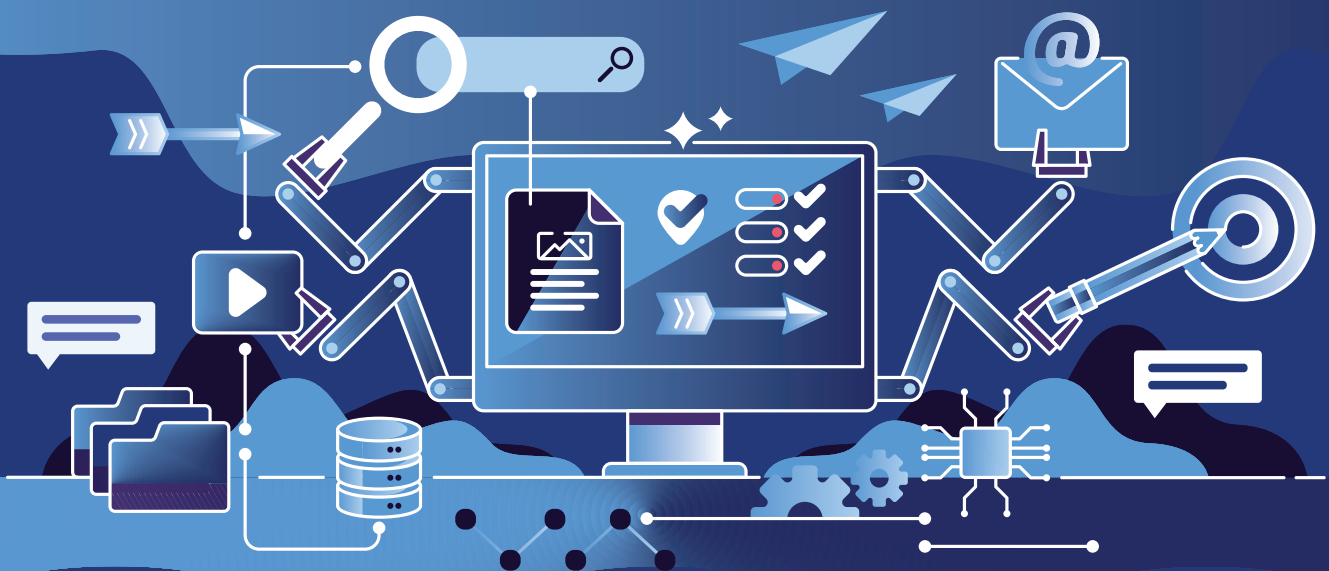
3. Outpacing the competition

Potential clients generally reach out to multiple firms when making a representation decision—which means quick, automated responses from your firm are critical.

Legal marketing automation can help your firm shine here.

For instance, you can set automated alerts that are triggered by certain client actions. If a lead completes your website contact form, it could alert the CRM system to automatically send a response, whether through a phone call, an email, or even a text message. (Better yet, tailor those responses to your clients' personal preferences.)

Just as importantly, your responses should showcase your skill, knowledge, and commitment to client service. After all, a lackluster or out-of-touch response can all too easily put off leads from taking the next step.



Automated lead nurturing in action

The idea of using marketing automation can sound more theoretical than practical, but a few real-life examples can help demonstrate how it benefits you. Here are some ideas about what automated lead nurturing could look like at your law firm.

- A potential client fills out a logic-based interest form on your website. Based on your law firm's qualifications, the form determines that the client is a qualified lead looking for services that your firm offers.
- The CRM automatically creates a new client file in your data system, populating their information based on the intake form. (Saving your law firm time both now and in the future!)
- A personalized automated email immediately goes to the lead, encouraging them to sign up for a consultation call.
- The lead signs up for the consultation call. Before the call, another automated email goes to the potential client with more information to help them prepare for your consultation.
- The qualified lead comes to your consultation meeting feeling valued by your firm and informed about your services.
- After the consultation, your CRM sends them a thank-you email with a clear list of next steps and a link to schedule a follow-up meeting.

Automation tools can help you get leads in the door and position your firm for success by nurturing prepared clients who trust your expertise. And when your intake process is seamless, clients are more likely to trust that you will keep their legal matters running smoothly.

4. Measuring ROI

It's not enough to implement new strategies and continue blindly down a particular path, hoping for the results you want. Legal marketing automation offers valuable analytics tools that can help your firm measure whether or not your strategies are providing the desired return on investment, and where you can pivot for improved results.

This helps with scaling in two ways:

- Data analytics provide law firms with the information they need to guide marketing strategies and target growth over time.
- Metrics provide real-time data to make quick pivots when necessary for greater growth.

For example, your marketing automation analytics can help you identify points in your sales funnel where leads tend to disappear. This information allows you to assess your practices and make the necessary updates to retain more leads and continue to grow your client base

LEGAL MARKETING AUTOMATION DRIVES LAW FIRM SCALING

LawRuler's CRM software provides users with a customized report builder that can be modified for a variety of marketing indicators to capture more leads. Through efficient lead nurturing and task automation, law firm marketing automation helps your law practice drive growth and level up.

Law Ruler's legal CRM helps you scale your firm and elevate your marketing efforts with a variety of innovative legal marketing automation features. Learn how today by scheduling a [free demo](#).

