How to Eliminate "Junk Leads" with a Legal-Specific CRM

For any law firm, a critical component of successfully growing your business is the ability to find high-quality leads and convert them into happy—and paying—clients.

But without the right tools to filter out leads that aren't the right fit, the client intake process can be tedious, time-consuming, and not always worth the (non-billable) time.

That's where client relationship management (CRM) software comes in—particularly when it's designed with law firms like yours in mind. Legal-specific CRM is a valuable tool for any legal professional interested in streamlining their client intake process, increasing billable hours, and, most importantly, swapping out junk leads with high-quality leads that convert.

WHAT "JUNK LEADS" ARE AND WHY THEY CAUSE PROBLEMS

Anyone who shows an interest in your services could be seen as a prospective client. The reality, however, is that not all leads are the right fit for your law firm.

A "junk lead" refers to any individual who has expressed interest in your law firm (for example, by visiting your website or filling out a contact form) but is ultimately disqualified as a potential client. This could be for a variety of reasons—maybe they're in the wrong geographic region, maybe they're pursuing services for an area you don't practice, or maybe they don't seem to have any intention of actually moving forward with your firm.

Junk leads pose obvious problems for your law firm. The resources it can take to move a client down your sales pipeline are significant, especially for small and solo law firms. Any energy you spend on a junk lead is time that could otherwise be spent on client matters, administrative tasks, or pursuing clients that are the right fit.

Junk leads also create bottlenecks in your workflows. If you can't easily identify which leads are qualified and which aren't, you end up slowing down your entire intake process. And for legal practices that depend on efficient systems to ensure profitability, this can be a drain on your revenue. .

FIVE STEPS TO A JUNK-FREE INTAKE PROCESS with legal CRM

Now that you know why it's important to filter out junk leads and replace them with high-quality leads, let's talk about the tangible steps you can take to make that happen.

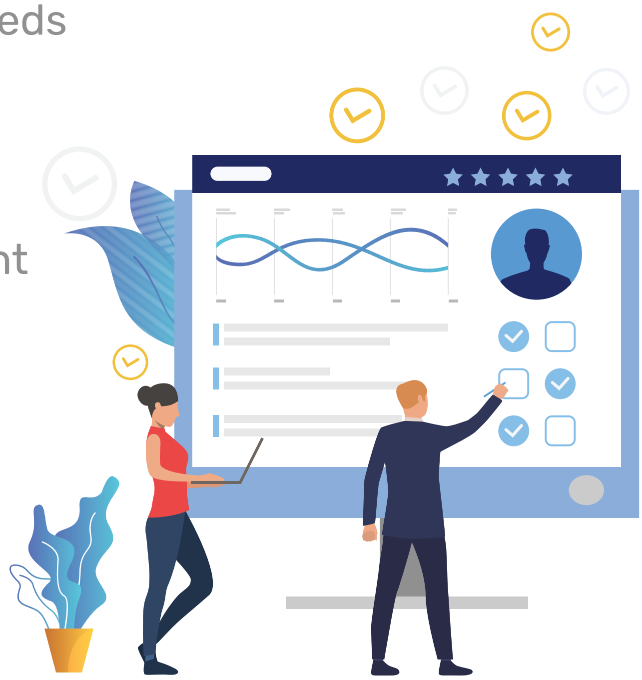
1. Implement logic-based intake forms

Client intake forms can be complicated and time-consuming for you and your prospective clients alike. An intake form that doesn't help you asses candidate qualifications quickly could leave you spending valuable time on client intake, only to find out that they're ultimately not a good fit for your firm.

A legal-specific CRM can streamline this process and save you time by creating logic-based intake forms that will:

- Make the intake process more convenient for new clients, and
- Allow you to refer those who aren't a good fit to other attorneys better able serve their needs

If an individual doesn't meet your criteria for onboarding, you can automatically send a non-engagement letter. Conversely, when a lead does qualify, you can use conditional logic to send them a sign-up form as soon as they complete the process.



2. Simplify the way you track leads

If you want to narrow down the amount of junk leads your firm receives, you need to pinpoint where they're coming from.

With that information, your CRM can help your firm set up the tools you need to implement new marketing strategies based on where your best clients are coming from—and identify which marketing strategies are draining your budget.

API

An easy way to do this is to integrate all your marketing solutions with your CRM using an open application programming interface (API). Once you have your API in place, all of the leads flowing into your CRM will be automatically attributed to the marketing source they're coming from, ensuring that the data you receive about where leads come from is always accurate.

DNI

Another critical part of using your CRM to track leads is implementing dynamic number insertion (DNI). DNI uses the data from cookies to change the tracking number on your website.

Without implementing DNI, any lead that comes to your website from another source (but calls you from your website number) will be tracked as a website lead instead of a lead from another marketing source. As a result, this skews your data and leaves you unable to track leads effectively.

When you use a legal CRM solution from a provider with multiple software integrations and a support team to help you manage this process, you can take your marketing analytics to the next level and get a clearer picture of the overall quality of your leads.

3. Offer your clients a better intake experience

People prize convenience in their daily lives—nobody likes trying to schedule a simple consultation only to be met with a mountain of repetitive forms to fill out. It can be offputting, especially for those who hesitate to share personal information or who are less computer savvy.

While a CRM is great for helping you find the right leads for your firm, it's also an excellent tool for improving the overall client experience. You can leverage your CRM to ensure that all of your intake forms are easily accessible from multiple devices, giving your leads the freedom to contact your firm any time, from anywhere.

Additionally, using your CRM to send automatic follow-ups when a client calls or sends a message can make them feel like you are going above and beyond, all while **freeing up billable time** for your team.

4. Build a referral network

Advertising campaigns and marketing solutions can be great for finding new clients, but one of the best ways to reduce junk leads is also one of the oldest: word of mouth.

Building a solid **referral network** helps you generate higher quality leads because people are more likely to trust the recommendation of a friend or colleague over an advertisement.

A legal CRM can help you stay top of mind among your referral network by keeping them informed through automated drip campaigns. For example, schedule monthly newsletters with firm and community updates to keep your name fresh in their minds—that way, if they know someone who needs an attorney, they'll be more likely to send them to you.

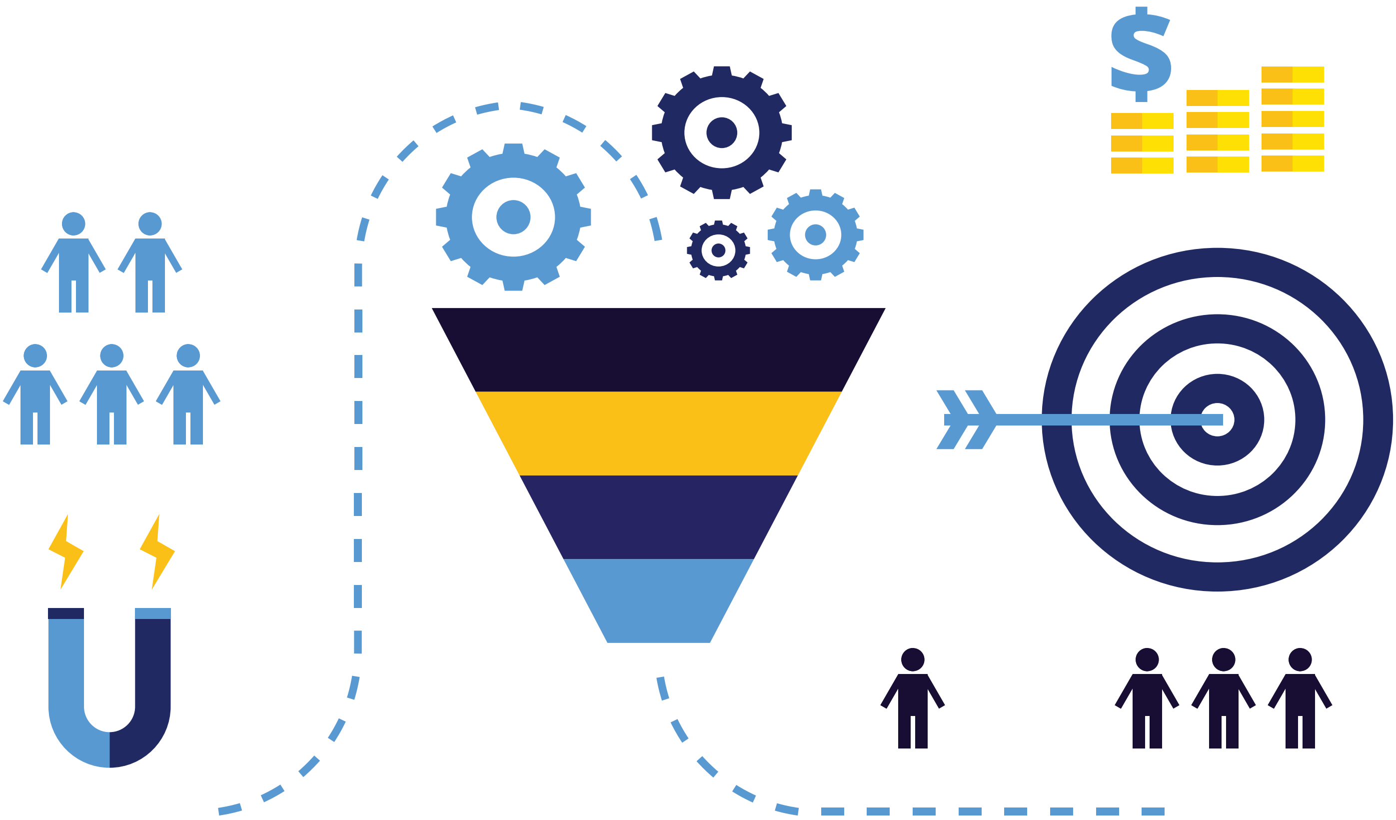
5. Use data gathered to reduce junk leads

Once you've gained insights into where your leads are coming from, you can start to adjust your marketing solutions accordingly by tracking key performance indicators (KPIs).

Some examples of KPIs you can track are:

- Lead conversions
- How many junk leads you received
- The number of signups you sent out vs. how many people signed
- How many leads were unresponsive

Make sure you get granular with your analysis by filtering based on the source it came from to see the cost per lead or cost per client. With this information at your disposal, you can reduce your budget in areas where you're not seeing a positive return on investment and increase spending where you're seeing progress.



TURN EVERY LEAD INTO AN OPPORTUNITY WITH LAW RULER

From logic-based intake forms to best-in-class tech support every step of the way, Law Ruler's robust CRM gives legal professionals the tools they need to find clients that are the right fit for their firms.

To see how we can help your firm streamline the intake process, get in touch today to **schedule a demo.**