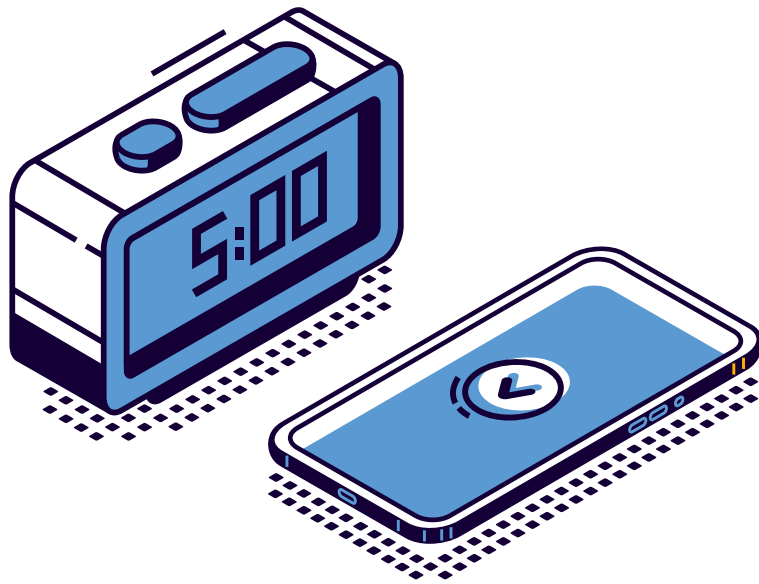




 Law Ruler

Marketing Automation Basics for Law Firms

Build positive relationships with future and current clients using marketing automation.



Law Ruler's Marketing Automation Basics

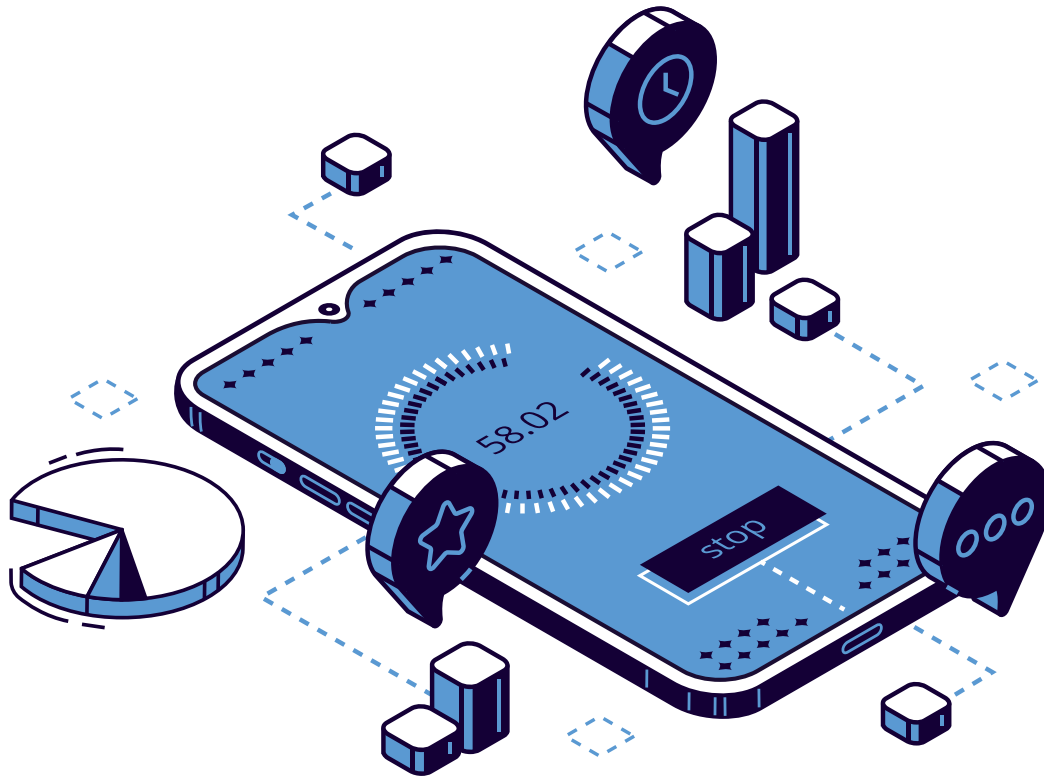
Even though choosing the right lawyer for the job can make or break a person's future, your leads don't take days or even hours to make their final decision on where to go when seeking legal advice.

Your law firm is [100 times more likely to connect with a web lead](#) if they are called within five minutes of the first point of contact.

Timely responses are key

On average, your prospects will contact **at least five other law firms** while searching for representation. To move each potential client through your [sales funnel](#), you'll need to make an immediate impression.

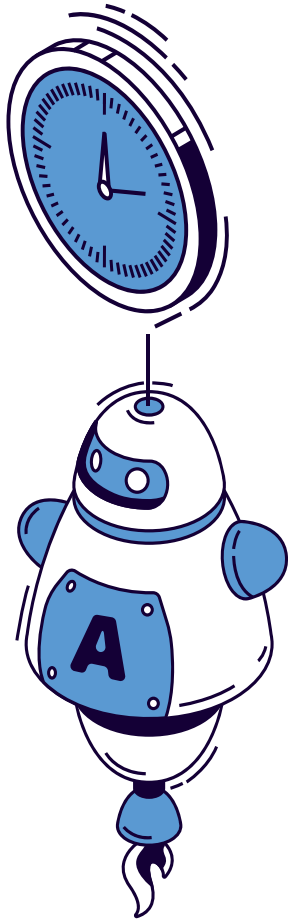
But this creates a dilemma for law firms. If attorneys set aside billable tasks to personally respond to every consultation request, clients' legal matters would never get resolved. (Not to mention, addressing hundreds of messages within five minutes is simply impossible.)



Legal marketing automation: What it is and why you need to know about it

Law firm marketing automation enables your team to meet your prospects in their hour of need—and secure the clients you need—without halting billable tasks.

Though it may seem impersonal at first, legal marketing automation is anything but. Automated texts, emails, and voice calls are an ideal way to offer your prospects a client-centered experience and address their most pressing pain points in a timely, individualized way.



Benefits of using law firm marketing automation

Top reasons for putting legal marketing automation to work at your law firm include:

- More timely responses to leads
- Consistent, on-brand communication to keep your law firm top of mind
- Simpler, more personalized intake
- Stronger relationships when leads become clients
- More transparency between legal staff

Most managing partners' knee-jerk reaction to the benefits above is, "Sign me up!" but digging into [law firm marketing](#) strategy with a full caseload can be overwhelming. If you're unsure how to get started with your law firm marketing, Law Ruler is here to help!

Start your legal marketing automation with a legal CRM

At the center of a marketing automation strategy is a well-implemented [legal-specific client relationship management \(CRM\)](#). A law firm CRM gives you the tools you need to build strong client relationships and grow your law firm—while streamlining your operations.

As the leading law firm CRM software, Law Ruler includes all of the basic marketing automation features you need to develop an effective law firm marketing strategy, including:



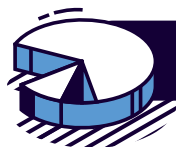
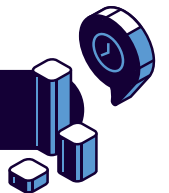
Email drip campaigns

Automated texts



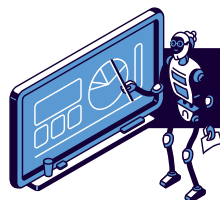
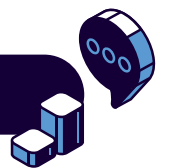
Voice calling campaigns

Automated workflows



Analytics dashboard

Automated follow-ups



Custom reports



Email drip campaigns

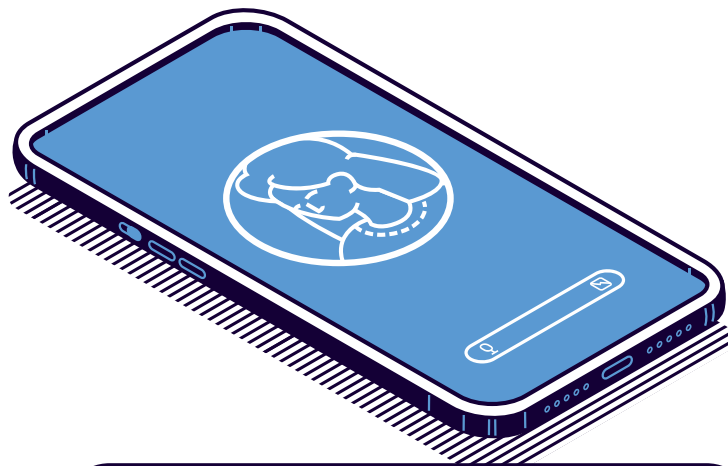
86% of law firms [fail to collect potential clients'](#) email addresses at first contact. Email drip campaigns take advantage of this overlooked avenue of communication by providing genuinely useful content to leads.

An email drip campaign can be an effective way to demonstrate to potential clients that your law firm has the expertise they need.

Email drip campaigns in action

Context matters—leads seeking compensation for a car accident injury claim will respond to different messaging than leads seeking estate planning. But how do you know which potential clients will respond to which messages?

If you're new to [email marketing](#), a legal CRM makes strategy easier to implement. Law Ruler's intelligent intake forms capture key data about each lead, which you can build into your email marketing strategy and use to deliver the most valuable content possible to leads and clients.



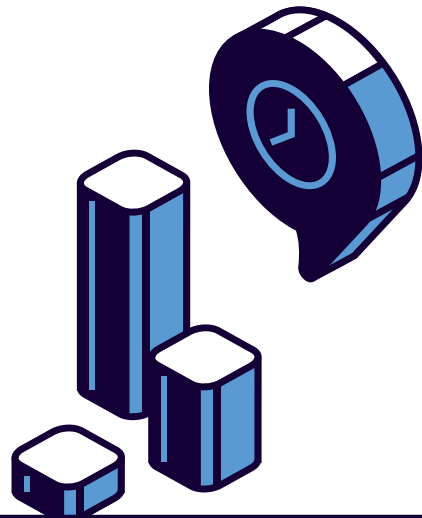
Automated calls and texts

[Most consumers](#) are happy to receive text messages from businesses. Text messages have an open rate of 98%, compared to only 20% for emails. Don't discount the value of old-school phone calls, either. Depending on your [target audience](#), your leads may prefer updates via automated voice calls—including younger demographics.

Text message campaigns and voice call campaigns in action

Staying top of mind can seem like a lot of work—but it doesn't have to be. Automating text and voice calls helps you keep busy leads and clients engaged without the extra leg work. Send timely automated texts and voice calls for:

- Follow-ups
- Consultation information
- Appointment confirmations
- Court date reminders
- Trust fund replenish requests
- E-signature requests



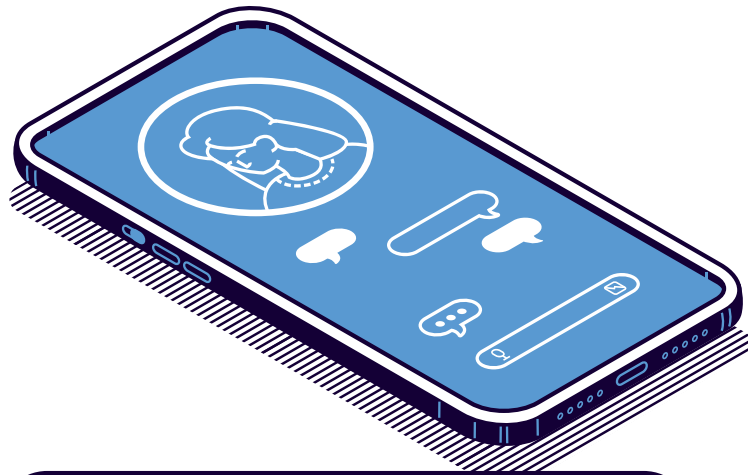
Automated workflows

If you're new to marketing automation, it can be difficult to determine which marketing tasks should be completed when and by who. A CRM software that features automated workflows can provide a transparent picture of where each person that contacts your firm is within your sales funnel.

Compared to manual marketing methods, this approach is simpler and more streamlined, and it frees up attorneys to focus on clients' legal matters.

Automated workflows in action

Law Ruler's automated workflows make it easy for any member of your team to **determine each contact's status at a glance**, so your team can best serve every person that contacts your firm, whether they're long-time clients that deserve a show of appreciation or potential leads in need of an extra nudge.



Automated follow-ups

While seeking legal advice, many people feel overwhelmed and under pressure. They want to find counsel as quickly as possible. Attorneys' jam-packed schedules are the last thing on their minds.

With limited time to respond to clients' messages or forms before they contact your competitors, time is of the essence. Rather than losing potential clients, keep them in your sales pipeline by sending automated voice calls, text messages, and emails right away.

Text message campaigns and voice call campaigns in action

With Law Ruler, your leads text back directly. Attorneys can read their messages and view a log of inbound and outbound calls within the application. This equips your legal staff to manage client communication with more transparency and eliminates embarrassing duplicate messages.

When a traditional, non-automated phone call is more appropriate, Law Ruler's built-in softphone automatically places your most qualified leads at the top, allowing even junior firm members to handle follow-up calls with ease.

Power up your legal marketing with Law Ruler

Automating your legal marketing efforts doesn't need to be intimidating. Fuel your law firm's growth without sacrificing time, energy, or money with legal CRM marketing automation tools.

If you're ready to level up your marketing efforts, boost your conversion rate, and better serve your legal clients, contact us today to schedule your [free Law Ruler demo](#).

[Schedule a Demo](#)

Legal marketing automation support

Our [FAQ video series](#) and [resource library](#) are available online 24/7, and our friendly certified product consultants are readily available by phone or email to aid you throughout the process.

Contact us any time to discover why Law Ruler is [the preferred client intake, legal CRM, and marketing automation software](#) for law firms of all sizes.

