



How to Grow Your Legal Practice with Email Drip Campaigns





Your law firm is **100 times** more likely to connect with a lead if you respond within five minutes of the first point of contact. It's tough to do, though, when you have to respond to every email yourself.

Drip campaigns are a highly effective way to grow your law firm when used as part of a **well-rounded strategy**. They can also take a lot of the work of follow-ups off your plate, such as:

- Introducing your team to qualified prospects
- Nurturing existing leads into winning clients
- Streamlining your intake workflows so you have more time for billable hours

Setting them up can require some finesse, though. There are a number of best practices you can use to optimize your drip campaigns, both now and as you continue to iterate your marketing plan.

What are email drip campaigns?

Think of email drip campaigns like a trail of breadcrumbs. They slowly and steadily lead prospective clients toward understanding your firm and what you can do for them.

Each pre-written message, or “drip,” delivered to potential or current clients leads them toward a particular goal or call to action (CTA).

When properly implemented with the best tools, email drip campaigns can significantly increase your opportunities to sign new clients without costing you significant time.



If you're new to email marketing, a legal CRM can simplify the process. Smart intake forms capture key data about each lead, which you can use to deliver the right content at the right time.

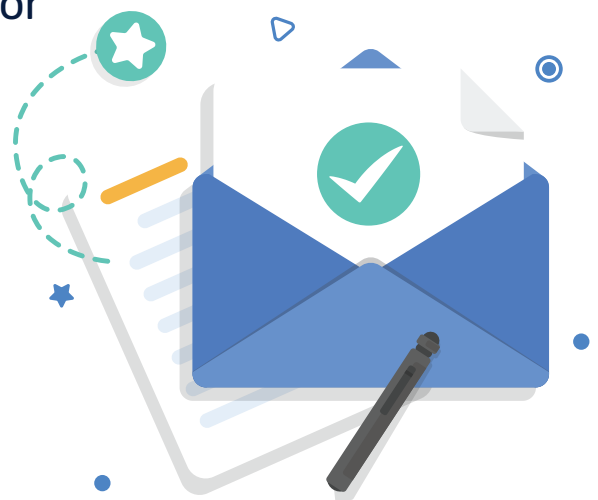
Why automation is key

There aren't enough hours in a day for attorneys to evaluate every client's interests and promptly send appropriate content. [Marketing automation tools](#) included in CRM software make it possible to maintain steady, relevant communications without sacrificing billable hours.

Attorneys and other legal staff need to dedicate time to setting up a campaign, but once you start your law firm drip campaigns, they require minimal ongoing maintenance and oversight.

Client relations management [\(CRM\) software](#) allows you to design and send automated emails, texts, or voice calls on a designated schedule or in response to specific client actions, such as accessing gated content or scheduling a consultation.

The latest CRM solutions can harness the [power of AI](#) tools to help you generate the right content for each touch so you don't have to agonize over crafting the perfect message.



How to use email drip campaigns at your law firm

The goal of your legal marketing drip campaigns will vary depending on your chosen audience. Many drip campaigns for law firms are set up around converting new leads into clients. That isn't your only option, though.

You can use drip campaigns to:

- Keep current clients engaged
- Re-engage previous clients or clients who failed to convert
- Run a welcome campaign for newly converted clients
- Build your firm's reputation by sharing news, blog posts, interviews, and other content
- Request reviews following completed legal matters

No matter how you implement your drip campaign, it offers significant benefits.



Successful law firm drip campaigns achieve high engagement with potential and existing clients while reducing the time attorneys spend on marketing every week. As a result, your law firm stays top of mind with prospects, leads are well-informed about your value, and your clients are rewarded for their loyalty.

Six steps to an email drip campaign

Follow the steps below for a can't-miss strategy on implementing successful drip campaigns at your law firm—and seeing leads turn into paying clients.

1. Identify your target audience

Every law firm has an ideal client. To determine the target audience, ask yourself:

- What do your most profitable clients have in common?
- Who needs the legal services your firm provides?
- Where are these individuals located?
- What content and information will serve them?
- What methods are they likely to use when accessing the information they need?



Once you have your general target audience, separate that audience into groups. For example, you might divide your audience by age, location, profession, or previous legal matters. Most clients or prospects fall into more than one segment.

2. Establish triggers



Your drip campaign should deliver relevant, tailored emails based on “triggers”—actions or demographics that provide insight into your audience’s needs and wants.

Action triggers are dynamic. They determine which content should be sent to prospects or existing clients based on how they engage with your firm, such as requesting a consultation or clicking a link in an email.

Demographic triggers are more static. They determine which content should be sent to prospects or existing clients based on factors like age, job, or location. By tracking both types of triggers, you can build a “profile” for each current and potential client.

3. Develop your firm's messaging

Decide what you'll say in your drip campaign and when. This can be easier than you think using AI writing tools, especially when they are fully integrated into your existing tools. Write each individual "drip" of your campaign. You'll need multiple versions of some emails for each audience segment.

Each time you contact a lead or client, your message should be concise and specifically related to one of the triggers you've set up.

You should always include a clear CTA. For example, invite recipients to schedule their consultation, learn more about a particular practice area, or confirm an upcoming meeting.

Law Ruler's included AI Email Suggestions save you time as you develop your campaigns, even when you need tailored messages for multiple audiences and triggers. Choose from various ready-made prompts or your own prompt, then customize it to fit your needs, including tone.



4. Plan your campaign

At this stage, you've laid much of the groundwork for your legal marketing drip campaign. Still, you'll need to decide on some key details, such as the right number of touchpoints, email frequency, and the order of your emails.

You should determine when it's appropriate for attorneys to enhance the client experience by following up personally and who will be responsible for ensuring these communications are sent.



5. Start your legal marketing drip campaign

Your drip campaign should function independently with minimal oversight so attorneys can focus on practicing law. That's where having the right software support can make all the difference.

Law Ruler makes it possible to define your audience, establish triggers, and easily customize drip campaign options. Our multifaceted legal CRM includes all of the features you need to manage legal marketing drip campaigns in one intuitive, easy-to-use interface:

- Automated email follow-ups
- Dashboard analytics
- Task management tools
- Industry-leading software support
- Robust integrations with other legal technology

6. Evaluate campaign performance

Law firm drip campaigns should be the number one tool in your marketing toolbox. However, each campaign's success hinges on the details.

How does your audience interact with your emails? The answers may surprise you.

Once you walk through campaigns and learn more about your audiences, you can add triggers, adjust your messaging, and contact leads more or less frequently, depending on what works for your team. You can—and should—tailor your campaigns over time to further your firm's goals depending on what's working well for you and what's not giving you the needed return.

But how do you know what is or isn't working?



Make data analysis work for you

To understand the ROI on your campaigns and make adjustments effectively, your firm will need to be able to track campaign metrics and run regular reports.

For this reason, it's important to use marketing automation software that offers dashboard analytics and reporting features.

Dashboard analytics allow you to track key performance indicators like click-through rates, conversion rates, and average time to conversion. This way, it's easy to analyze succinct data and monitor your firm's key performance indicators. You can even schedule recurring reports and check one more thing off your to-do list.

With data analysis, your firm can assess the efficacy of your current campaigns and make adjustments as needed.



Elevate your law firm marketing with Law Ruler



Email drip campaigns don't have to be intimidating. Fuel your law firm's growth without sacrificing time, energy, or money with legal CRM marketing automation tools.

Law Ruler's [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.

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