

THREE WAYS TO AUTOMATE YOUR LAW FIRM'S EMAIL MARKETING WITH YOUR CRM

Ready to see what CosmoLexCRM can do for your marketing strategy?

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At its core, your law firm is a business. And like any business, it needs a solid marketing strategy to grow. But between client matters, legal research, and a seemingly endless to-do list, it can be tough to put your marketing strategy anywhere but on the back burner.

That's where legal client relationship management (CRM) software comes in. It allows you to automate marketing campaigns to attract clients and keep current clients engaged, satisfied, and seeking out services. Here are three ways:



01

Automated welcome emails

Welcome emails create a solid first impression of your firm. If a client completes a contact form, a legal CRM can automatically send a thank you message that lets them know when they'll hear from you, laying the foundation for a strong relationship.



02

Automated text and email messages

With legal CRM, you can send automatic follow-ups and reminders to clients via text or email— whichever they prefer. (And no, "automatic" does not mean "impersonal!")



03

Email drip campaigns

Stay top-of-mind with prospective clients (and even leads that have gone cold) with automated email drip campaigns. Customizable emails allow you to enhance brand awareness and promote return clients.

CosmoLexCRM gives your firm an edge in marketing outreach by ensuring that every lead is nurtured properly from start to finish—freeing up your team for high-value work.