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Your Guide to Growing Your Law Practice with Marketing Automation

As digital marketing evolves, law firms have more and more marketing channels to manage. Email, social media, paid advertising, content delivery—it can seem like a never-ending list of tasks to run your marketing campaigns, especially when it comes to gaining and nurturing leads.

Driving firm growth through marketing while simultaneously serving your clients and running your practice can be cumbersome—and time-consuming. It's not uncommon for lawyers to get bogged down by non-billable tasks. A recent billing trends report shows that lawyers spend only **29 percent of each workday on billable time**.

When we consider that lawyers only spend 29 percent of their time on billable hours, it's natural to wonder what else they're doing during those long hours at the firm.

The answer is clear—lawyers want to spend more time on business development and rainmaking and less on administrative tasks. The same report found that lawyers devote 48 percent of their time to administrative tasks, and another third of their time to business development.

But notably, 41 percent of the lawyers would spend more time on their business development tasks if they could.

A solution that makes both of this possible? **Marketing automation**.

What is marketing automation?

Marketing automation is the use of software and technology to automate marketing tasks and processes. These tasks may include email marketing, social media marketing, lead generation, and customer segmentation.

Automation removes the manual work of marketing, which makes the processes more streamlined and scalable. The result? An efficient marketing program that helps you drive leads, distribute content, and increase conversions and sales—without going over your marketing budget or losing billable hours.

Benefits of marketing automation for your firm

Marketing automation helps companies make the most of their campaigns and achieve organizational goals effectively while saving time, money, and labor.

76% of marketers witnessed positive ROI within a year after implementing automation, and 80% reported a boost in lead generation due to automation. Marketing automation can work for your firm, too.

Increased efficiency

Marketing automation can save law firms time and resources by automating tasks that would otherwise need to be done manually. This frees staff to focus on higher-value tasks, such as developing relationships with clients, providing legal services, and expanding referral networks.

Enhanced lead and client engagement

As life and business move more and more into the digital space, clients expect a quick response after they reach out. More than **78% of customers buy from the first company that responds**.

> *Generating leads and keeping clients engaged throughout their journey with your firm should be top priority. To achieve this, firms can use marketing automation for automated email sequences, like sending an email after a client completes a website form.*

Furthermore, marketing automation can create personalized, targeted marketing campaigns that engage existing clients and keep them informed about legal services and updates. This can support stronger client relationships and improve client retention.

Increased conversion rates

With marketing automation tools, you can improve your conversion rates by monitoring your leads more effectively. Your marketing automation software can track your leads and even allow you to retarget website visitors who don't convert, which helps your conversion rate optimization (CRO). Additionally, marketing automation can provide your team with valuable data to evaluate your marketing plan and implement better conversion strategies.

Comprehensive and accurate reporting

Speaking of data, marketing automation tools can efficiently track metrics and ROI from your campaigns without the need for manual reporting. By creating custom dashboards, performance, audience reports, and even tracking KPIs, you can pull data from multiple channels and campaigns into one aggregated report.

Doing so can provide valuable insights into marketing performance, including how many leads have been generated and how many conversions have been achieved. You can also use this data to identify which tactics are working, which are not, and figure out where you need to change course.

Improved targeting

Marketing automation software can segment customers and tailor marketing efforts to specific groups or individuals based on their interests and behaviors. This can help law firms reach the right audience with the right message, increasing the chances of conversion.

Automating your law firm processes

Some potential uses for marketing automation at a law firm include:

Email marketing

Potential clients appreciate valuable email content, and with automation, your firm can effortlessly provide it. This can include newsletters, event invitations, and updates about the firm.

Marketing automation is especially powerful when you personalize and segment your emails for potential clients, referral sources, and existing clients. Doing so can ensure you send the most relevant content and messaging to your audience base.

Lead generation

Marketing automation can be used to capture leads from your firm's website and other online sources, and to nurture those leads through the sales process by sending targeted content and offers. Automating lead generation also allows law firms to easily increase the number of touch points required to land clients, saving attorneys the administrative time typically required to follow up with leads.

Marketing audience segmentation

Audience segmentation divides the target audience into smaller subgroups to give more individualized messaging, therefore forging better relationships. Website visitors, contacts, leads, and potential customers can all be grouped into segments. Every segment has some distinguishing characteristics, needs, and interests. Every market segment has its unique traits, requirements, and interests.

You can use this data to design more targeted campaigns and establish a stronger connection with your audience by being aware of the behavior and preferences of your leads and prospects. And by using your marketing automation data to do it, you can get more conversions, better open rates, and greater engagement, all with time and money saved for you and your firm.

Social media

A consistent social media presence helps law firms build an audience, but it's also time-consuming and takes away from your billable hours. But with social media automation tools—and a well-thought-out content strategy—your team can spend several hours each month on social media management instead of several hours a day.

The result? Your firm can maintain its social media presence while reserving resources for more profitable tasks.

Customer relationship management (CRM)

Marketing automation can be integrated with your firm's **legal CRM** system to help manage client relationships. This can streamline and organize client intake and stay top-of-mind with prospects via automated communication.

Client intake

Following up quickly after receiving contact and intake forms is key to locking in leads.

Ideally, clients requesting information should be contacted the same day, since they might be looking for immediate legal representation for a legal matter. Marketing automation can provide immediate follow-ups to prospective clients by sending automated emails, voice messages, or texts to share information and schedule next steps.

Additionally, **CRM software tools** automatically document all communications, complete with time stamps and client information, effectively organizing all your communication records, so your entire firm knows the status of leads.

Client communication and outreach

Email is an effective marketing tool, but it's not the only one.

Marketing automation software can automatically send personalized text messages and even voice messages to clients, ensuring you reach out to clients in the manner they're most likely to respond to. For many people, this might be text messages, as they generally have a high open rate and deliver an immediate notification. Other clients may prefer phone calls to other methods of communication. Make a call without picking up the phone by sending custom, pre-recorded voice messages to prospective clients.

Reporting and analytics

As you work through your firm's legal marketing plan, you must determine which tactics work best and which need adjustment. That data can be easily collected through automation platforms to build custom reports for real-time performance data. You can use the data to make the changes needed to promote your firm's continued growth.

Implementing marketing automation at your law firm

Implementing marketing automation at your firm doesn't have to be overwhelming. In fact, with the right tools and a little bit of help, it can be a breeze to take the legwork out of your marketing efforts while still driving firm growth.

Identify your goals

Before you start using marketing automation, it's essential to know what you want to achieve.

Start by identifying your marketing goals, and see how marketing automation can help you achieve them. Consider factors like the types of legal services you offer, your target audience, and your overall business objectives to create objectives on how automation can best serve your firm.

Choose the right software

There are many marketing automation platforms to choose from, so research and compare options to find the one that best fits your needs. Consider pricing, available features, your existing tech stack, and user reviews when deciding.
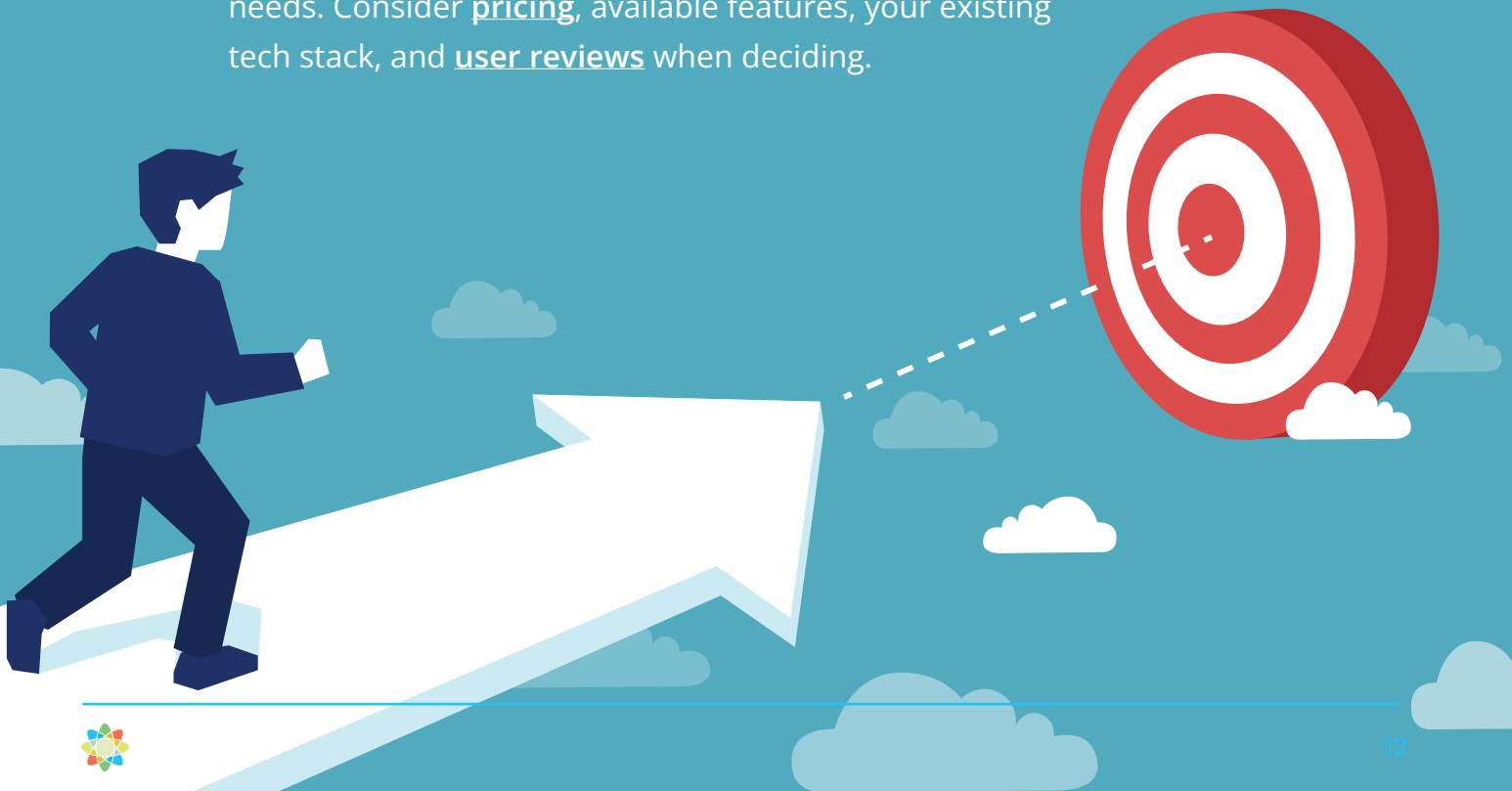
Create a content strategy

Marketing automation can be used to deliver targeted content to your audience, so it's important to have a plan for what you want to share. Plan for a mix of blog posts, newsletters, and social media posts to keep your audience engaged.

Set up your campaigns

Once you've chosen your marketing automation software and created a content strategy, it's time to set up your campaigns. This may include creating email templates, designing lead generation forms, and scheduling social media posts.

Monitor and analyze results

Marketing automation software can provide valuable insights into the performance of your campaigns, such as how many leads you've generated and how many conversions you've achieved. Use this information to refine your strategy and improve your results over time.
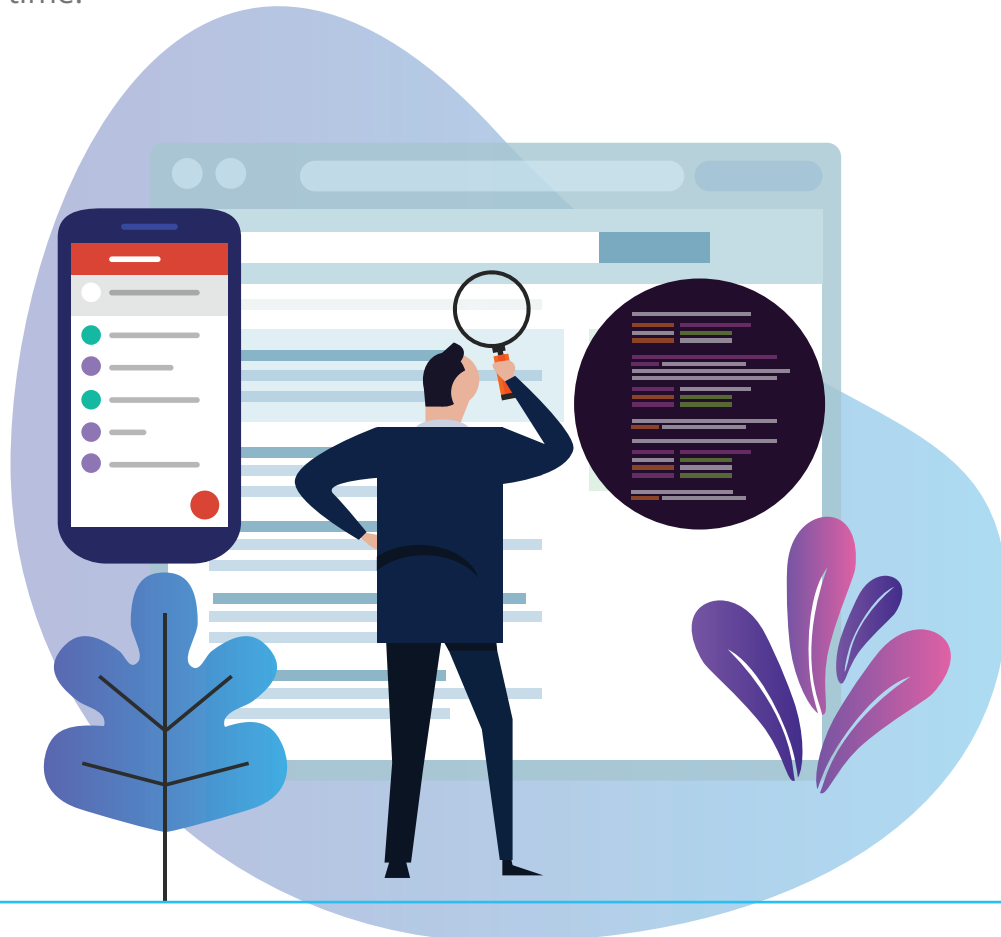
Automate your marketing for a profitable law firm

To make 2023 a successful year for your firm, embrace automation—and do away with outdated and inefficient processes. CosmoLex helps your law firm elevate its legal marketing efforts through robust automation features and capabilities. Make the move to automate your law firm marketing by **scheduling a free demo** today.