Law Ruler
by profitsolv

Driving Client Growth with Digital Marketing and Legal CRM

Law firms looking to actively grow their client base and retain their best customers are setting themselves up for a bright future, and a proper legal CRM will help tremendously.

Simply awaiting referrals should not be an option. And taking a reactive approach to customers is likely to see you lose them off the 'back end' and fail to attract new ones on the 'front end.'

There are many wonderful tools at your disposal to help you reach out to your new and existing clients, but it can be confusing to know where to start without a legal CRM for lead/client management.

In this post, we go over the four areas of your digital presence to focus on, with some tips for creating the most immediate positive impact for your law firm:

- Traffic
- Conversions
- Lead nurturing
- Client management

Let's get straight into it.

Traffic

There are three main ways to grow traffic to your law firm website:

- Search engine optimization (SEO)

- Paid advertising (pay-per-click services like Google Ads)

- Social media (Facebook, Twitter, etc.)

If you're not doing much or any of the above, you'll probably want to start with SEO and then develop strategies for paid advertising and social media. Once the traffic starts flowing in, a legal CRM can help keep potential clients engaged.

Here are a few tips for each area.

SEO

SEO is about helping your website rank on the first page of the search engine results pages. Here are some of the most important actions you can take to give your law firm the edge here:

- Make your website one that users love, and Google will love it, too!

- Focus on a home page with a clear value proposition and call to action

- Remove dead pages & get an SEO expert to fix the website structure
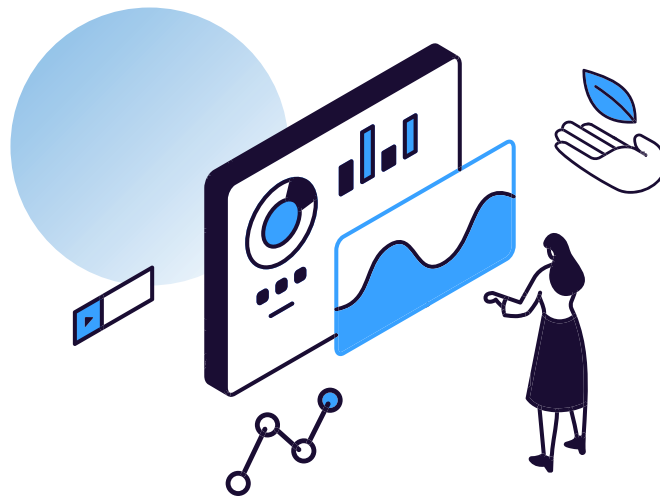
- Increase website speed and make it mobile-friendly—Google penalizes slow-loading sites, especially if they are not built for mobile viewing

- Create practice area power pages that help you target specific areas of your client base and allow you to use your main keyword

- Use video to engage your audience

- Gather as many 5-star reviews as possible

Paid Advertising

Google Ads is the most popular pay-per-click advertising platform and a powerful way for law firms to find new clients.

Google Ads appear at the top of search pages, ensuring that people searching for a particular legal term will see your ad above the organic search results.
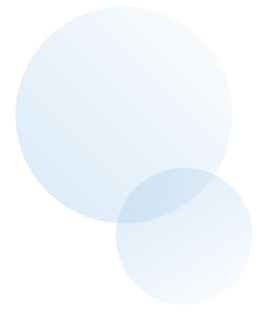
A few tips to start getting results from your Google Ad campaigns:

- Focus on 'long tail' keywords like 'brain injury lawyer free consult' rather than head or body keywords like 'lawyers' or 'brain injury lawyers.'

- Use negative keywords to define search terms that you don't want your ad to appear for (remember, every time someone clicks your ad, you pay—keep it specific and relevant).

- Use dynamic keyword insertion in your ad copy—this changes the keyword according to what a user is searching for.

- Target zip codes as well as city names—most law firms have a specific target area, and this is a useful strategy.

It's essential to get your Google Ad strategy spot on if you want to be successful. Otherwise, it can become an expensive waste of money if you get the strategy, setup, and/or management wrong. Another key factor is being able to handle potential clients.

For example, a good legal CRM can help if your ad is successful and causes an influx of traffic that the firm is not prepared for.

Social Media

Many law firms struggle with their social media presence.

It depends on your main practice area, but if you're a customer-facing law firm, social media can become an important part of your arsenal in generating traffic for your website. A legal CRM can help track the sources of potential clients so effective social media tactics can be used.

The main areas to focus on are:

- Facebook advertising
- Facebook fan page
- YouTube videos
- Twitter account
- LinkedIn profile (especially B2B law firms)

Improve your social media presence with generative AI tools

Law firms can build their social media presence more quickly by using generative AI tools like ChatGPT to brainstorm and draft campaigns.

Whether you craft a series around common issues for specific practice areas (e.g., "Top 10 Pitfalls of Creating Your Own Will" for an estate planning practice) or create a bank of evergreen posts to draw from, ChatGPT helps busy attorneys maintain an active social media presence with less work.

Note: AI is great as a starting point for your social media posts. Always make sure content is signed off on by subject matter experts before posts are scheduled, and tailor it to your own brand and audience.

Protect your company data

Generative AI models like ChatGPT often use the input from users to "learn" and inform future outputs. This can create privacy and security risks for your company and your clients. Use Law Ruler's API for ChatGPT to use the model without compromising company data or your client's trust. Law Ruler's secure integration prevents AI models from "learning from" your data, keeping your firm in the clear.

Conversions

Once you've started to generate more traffic, you're halfway there to winning new clients. Next, you need to convert that traffic with the help of a legal CRM.

But you're not going to gather credit card details right then and there.

Generally, you need to persuade a visitor to call, email or fill out a form. And then you need to manage these leads efficiently.

So here are a few tips for doing just that.

Landing Pages

Landing pages should be designed with one goal in mind: Conversions. So, when you design your landing pages, optimize them.

Make your landing pages:

- Specific for the traffic source: If they're coming from Google Ads for a specific search term, make the page immediately relevant to that term.

- Specific for the service you're promoting: Generic landing pages are less effective.

- Clear and uncluttered: Include only the necessary information, and don't confuse your visitor.

- Focused on a single action: One clear call to action that's natural for the visitor to take.

For most law firms, this will mean hiring a professional copywriter.

Contact Forms

Create contact forms that make it easy for people to fill out and encourage getting in touch with you.

- Keep them simple and clutter-free
- Make them mobile-friendly
- Populate fields automatically wherever possible

Ideally, these forms should integrate with your customer management software.

If you choose the right software like Law Ruler, drag-and-drop builders make the process of creating online intake forms easy, and you can brand them to your law firm. They will also populate your customer relationship management (CRM) software automatically.

Click-to-Call and Contact Center in a Legal CRM

Another great conversion feature of some CRMs is that they simplify and automate the process of contacting leads.

Most leads that arrive will rapidly go cold unless they receive a timely response—preferably within two hours and certainly within 24 hours. For busy lawyers, this can be a huge challenge.

A click-to-call feature on Law Ruler uses a special dialer that works with Google Chrome and automates calls for web, live chat, follow-ups, and other inquiries.

It will automatically text and dial leads as they arrive or when a member of your team becomes available.

Lead Nurturing with a Legal CRM

Sometimes leads are not ready just yet to sign up as paying clients but a good legal CRM can keep them engaged.

Law firms should generally expect inquiries from customers at three different stages of the buying cycle:

1. Initial research about their legal issue

2. Choosing between their options

3. Decision time

You need to be ready for clients at each stage with your digital marketing.
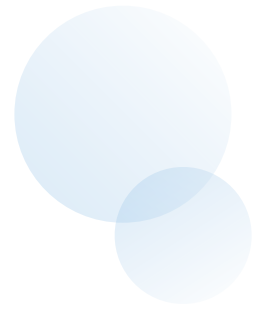
So, for the stages outlined above you should:

1. Prepare content about your specialist area of law, such as FAQs to educate people and provide tips

2. Produce content that highlights your credibility, authority, and success in your practice area—customer reviews, testimonials, case studies, awards, etc.

3. Prepare ads, emails, or other content that provokes a direct action to sign up with your firm

Lead nurturing is important for bringing potential customers to the decision stage.

Email 'drip' campaigns are a great way to do this. Again, it's best to have legal CRM software that integrates with your email campaigns and can help you automate them.

Law Ruler allows you do to this and far more—you can also follow up with your leads through automated and secure text messaging.

Use Email Assist to Draft Client Communications Faster than Ever

Emails can deliver valuable touches with prospects, helping nurture them down the sales funnel. However, drafting emails can also be time-consuming. If you struggle with writer's block or just want to speed up your workflow, meet Law Ruler's new Email Assist AI.

Email Assist AI helps lawyers draft communications for key client communication points like:

- Lead nurturing emails

- Onboarding documentation

- Questionnaires

- Preparatory questions

- And more!

Don't underestimate the power of text message marketing.

Some law firms overlook the benefits of text message marketing, considering it intrusive or simply unnecessary.

However, text marketing can work very well as a trusted and secure marketing channel alongside digital marketing. That's why banks and other large organizations still use it to reach their customers.

After all, what's the one thing that people carry with them everywhere? Yes, their phone. Texts are read 98% of the time.

Don't overlook the power of text messages as a conversion tool.

Client Management and Marketing—Legal CRM

The way you onboard new clients and look after your existing ones will go a long way to determining your growth.

The law practice management software you select is, therefore, a major consideration and will influence how effectively you manage your client base.

With cloud-based legal CRM and contact management software, you can:

- Manage your case and client contact records anywhere at any time on any device

- Track marketing sources so you can monitor the ROI of campaigns

- Coordinate billing and bookkeeping

- Boost productivity by maintaining schedules and setting appointments & reminders about deadlines

- Streamline the client intake process and manage clients from intake to settlement

However, some CRM solutions go a little further than that. They actively help you market your law firm and convert new business.

Law Ruler does this by providing:

- Easy-to-create online intake forms

- Click-to-call and contact center

- Text and email campaign automation

- Visual project management
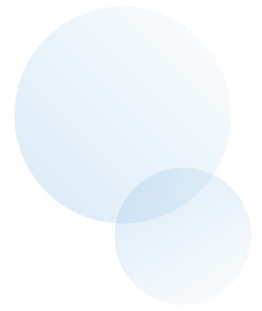
How to Use Law Ruler's Visual Pipeline Project Management Tool

Client management requires clear communication and collaboration between team members. Now, it's easier than ever to monitor task progress with Pipeline, Law Ruler's new visual project management tool.

Pipeline acts as a virtual whiteboard for your team's client intake process. You can drag and drop tasks across columns to indicate status updates and to show where prospects are in the intake process.

Law firms can customize columns to align with their processes. For example, an intake department might set up its Pipeline dashboard to reflect leads across: arket your law firm and convert new business.

- New lead
- Consult scheduled
- Consult follow-up
- Follow-up appointment
- Sent retainer contract
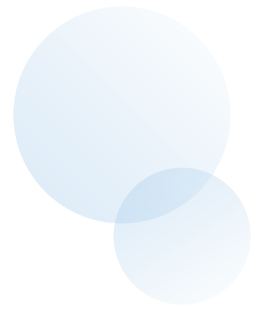
The tools to help your law firm grow...

A smart CRM and a sharp digital marketing strategy are a fearsome combination for any law firm. When they work effectively together, you have a solid base for growing traffic, leads, and conversions for your firm.

The above tips should get you headed in the right direction.

Schedule a Demo