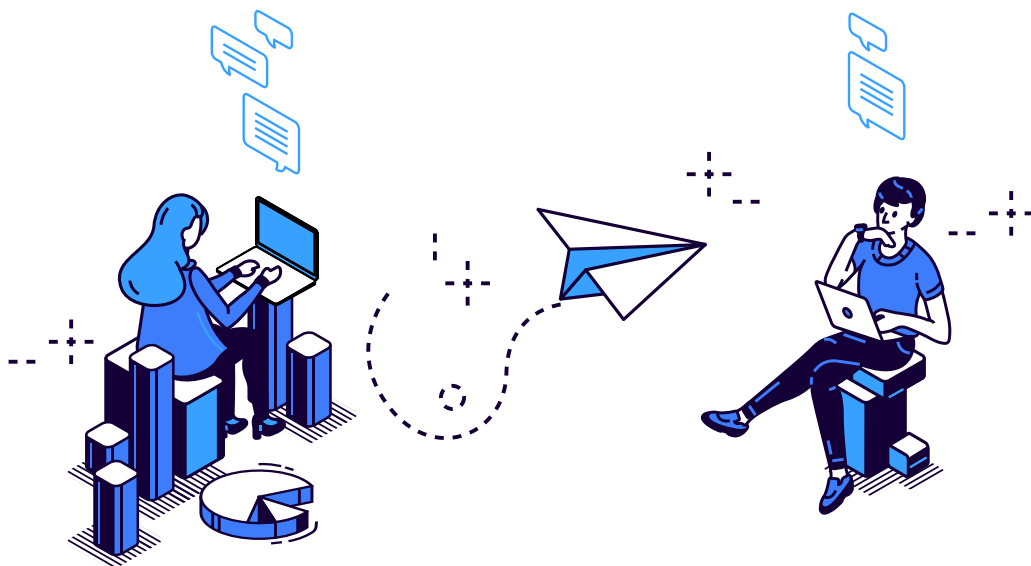


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# Why Texting is the Future of Legal Marketing



Growing your practice—it's a time-intensive process, especially if you're relying on inefficient marketing strategies. Attorneys are already busy enough logging billable hours, and it's all too easy to miss out on prospects because you were "just too busy" to get back to them.

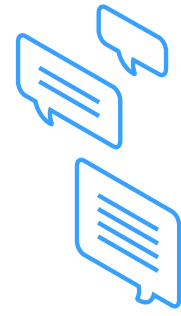
But reaching out to, connecting with, and converting potential clients is essential to your law firm's growth and profitability. How do you do this while delivering exceptional client service?

Enter text message marketing.

Text message marketing helps your practice reach more qualified leads and convert faster with higher click-through rates, shorter response times, and greater prospect engagement. [This tool](#) is incredibly effective for practices across every field, but especially for firms that deal with a high volume of potential leads, such as mass tort, personal injury, and immigration law.

Let's look at why it's so effective and how to implement it at your firm.

# The power of text message marketing for law firms



Text message marketing gives your law firm a competitive edge on multiple fronts. Here are six important benefits:

1. **Immediate responsiveness:** Only [20% of people](#) answer unexpected calls, but most people will read text messages within 5 seconds of receipt, which ensures that your potential clients see your messages.
2. **High open rates:** Text messages boast an impressive 98% open rate, in stark contrast to emails, which are typically opened only [20% of the time](#).
3. **Enhanced engagement:** People are [4.5 times more likely](#) to respond to a text than an email, making text messages an ideal medium for communication.
4. **Speedy responses:** Approximately [60% of consumers](#) respond within 5 minutes when businesses reach out via text.
5. **Improved email performance:** Sending a follow-up text can [boost email open rates](#) by 30%, demonstrating the positive correlation between synchronized text and email marketing strategies.
6. **Impressive ROI:** When implemented correctly, text message marketing can boost your return on investment (ROI) by a [remarkable 500%](#).



## Convert leads faster with automated texting

One of the key advantages of text message marketing for law firms is the ability to automate communication with potential clients. Leads usually need between five and seven follow-ups before they move forward with a law firm.

Text messages facilitate prompt and effective communication, which makes them ideal for staying on top of follow ups and [keeping prospects engaged](#). They allow firms to reach out to leads immediately, keep them in the pipeline, and use client preferences to their advantage.



## Respond to leads immediately

Timing is crucial when it comes to connecting with leads.

Research shows that your practice is [100 times more likely](#) to engage with a lead if you respond within the first five minutes. Automated follow-up texts facilitate rapid responses so that your message reaches the prospect before they consider other options.



## Keeping leads in the pipeline

Not all prospects are ready to sign on immediately, and many people will go “window shopping” for a law firm before they commit. Automated SMS law firm marketing campaigns can help you stay top-of-mind with these leads.



## Embracing client preferences

Some law firms may be hesitant to adopt text message marketing. But a surprising number of people actually prefer to receive communications from law firms via text.

- [90% of consumers](#) prefer to use text messages to communicate with businesses.
- [75% of consumers](#) are willing to receive promotional material via SMS.
- [80% of people](#) already use SMS for business communications.

The question isn't whether to use text message marketing, but rather, why haven't you implemented it already?



## Make your text message marketing efficient and ethical

Text message marketing is incredibly effective for law firms, but there are specific compliance requirements that firms must adhere to when conducting text message marketing campaigns. Relevant regulations include:

- The Telephone Consumer Protection Act ([TCPA](#))
- The [CAN-SPAM Act](#)
- The EU's General Data Protection Regulation ([GDPR](#))



## Ensure compliant SMS marketing for your law firm

Prioritizing privacy compliance not only keeps your law firm on the right side of regulatory obligations—it also builds trust with your current and potential clients.

Here are some considerations law firms should take into account, whether for text message marketing or any other form of marketing.

- **Opt-in and opt-out options:** Consent is at the core of any compliant text message marketing campaign. Before sending texts to leads and clients, clearly communicate your practices and obtain written consent. ([ABA Model Rule 7.3\(b\)](#))
- **Consent forms:** Create transparent consent forms as a part of your intake process, including details like your firm's name, message frequency, and terms and conditions.
- **Confidentiality:** Protect sensitive client information when communicating via text, ensuring that inadvertent disclosures do not occur. ([ABA Model Rule 1.6\(c\)](#))
- **Terms and conditions:** Prominently feature your terms and conditions on your website and consent forms to build trust and transparency.



## Practical tips and ideas for law firm text message marketing

The benefits of text message marketing are numerous, but how do you actually put it to work for your practice? Here are seven tried and true (and practical) applications for text message marketing.



### Appointment reminders

Send automated text reminders to your clients about their upcoming appointments, court dates, or meetings. This reduces the likelihood of missed appointments, but it also helps them feel more engaged in their matter.



### Case updates

Provide clients with real-time updates on their cases, keeping them informed and aware throughout the legal process. Having this information sent to them can reduce their stress levels and lead to a better overall client experience.





## Event invitations

Does your law firm host events for clients and referral partners? You can use text message marketing to easily invite guests to seminars, workshops, or other events they may find relevant or beneficial.



## Legal alerts

Depending on your practice areas, changing legislation and regulations may significantly impact your clients. You can keep them updated on important legal news and changes in legislation that affects their legal matters.



## Lead generation

Bringing in new business is one of the core goals of marketing. You can leverage text message marketing campaigns to generate leads by offering free consultations or providing valuable legal insights through opt-in SMS subscriptions.



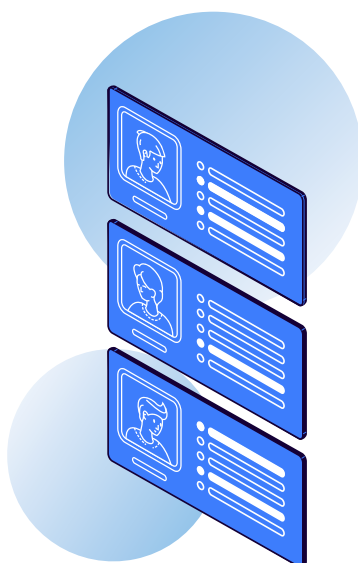
## Feedback and surveys

Collect feedback from clients after completing a case or receiving legal services. Surveys can help improve client experience and gather testimonials for marketing purposes.



## Follow-ups and client care

Use text messaging as a way to follow up with clients, ensure their satisfaction, and provide ongoing support even after a case has been closed. This touch will help your clients will feel supported and seen.



## What to look for in a CRM with text message marketing

When you're ready to incorporate text message marketing into your law firm's strategy, take time to find the right client relationship management (CRM) software for your law firm.

Here's what to consider when choosing a CRM.



### Legal industry focus

Not all CRMs are the same. Lawyers need software designed to address the nuanced workflows and compliance requirements of the legal industry.



### Personalization

Look for a CRM that allows you to personalize text messages. Automated texts with a personal touch are more engaging and effective. Personalization can include using the prospect's name and other relevant information.



## User-friendly interface

A user-friendly CRM will save you time and reduce frustration. Choose software with an intuitive interface and dependable customer support to ensure a smooth experience.



## Integration

Check whether the CRM you select integrates seamlessly with the tools you already use in your practice. This will help streamline operations and avoid duplication of effort.



## Two-way communication

Choose a CRM that allows prospects and clients to respond to your texts. Two-way communication is vital for building relationships and nurturing prospects.

Law Ruler's legal CRM, for instance, supports [two-way texting](#) and is the only CRM on the market that lets leads respond to a text with a call.



## AI features

Drafting copy can be time-consuming, even short text messages. A CRM with AI functionalities can reduce the amount of time it takes to prepare messages, leaving you more time to refine messaging strategies. (And more time to focus on client work, of course!)



## Grow your law firm in less time with text message marketing

In the world of legal marketing, text message marketing can give your firm a competitive edge in a saturated market.

Law Ruler's legal CRM is designed to simplify and optimize lead, prospect, and client management for law firms. [Schedule a demo today](#) to learn how Law Ruler can position your law firm for growth and success.

**Schedule a Demo**