

Marketing Automation Checklist for Your Law Firm

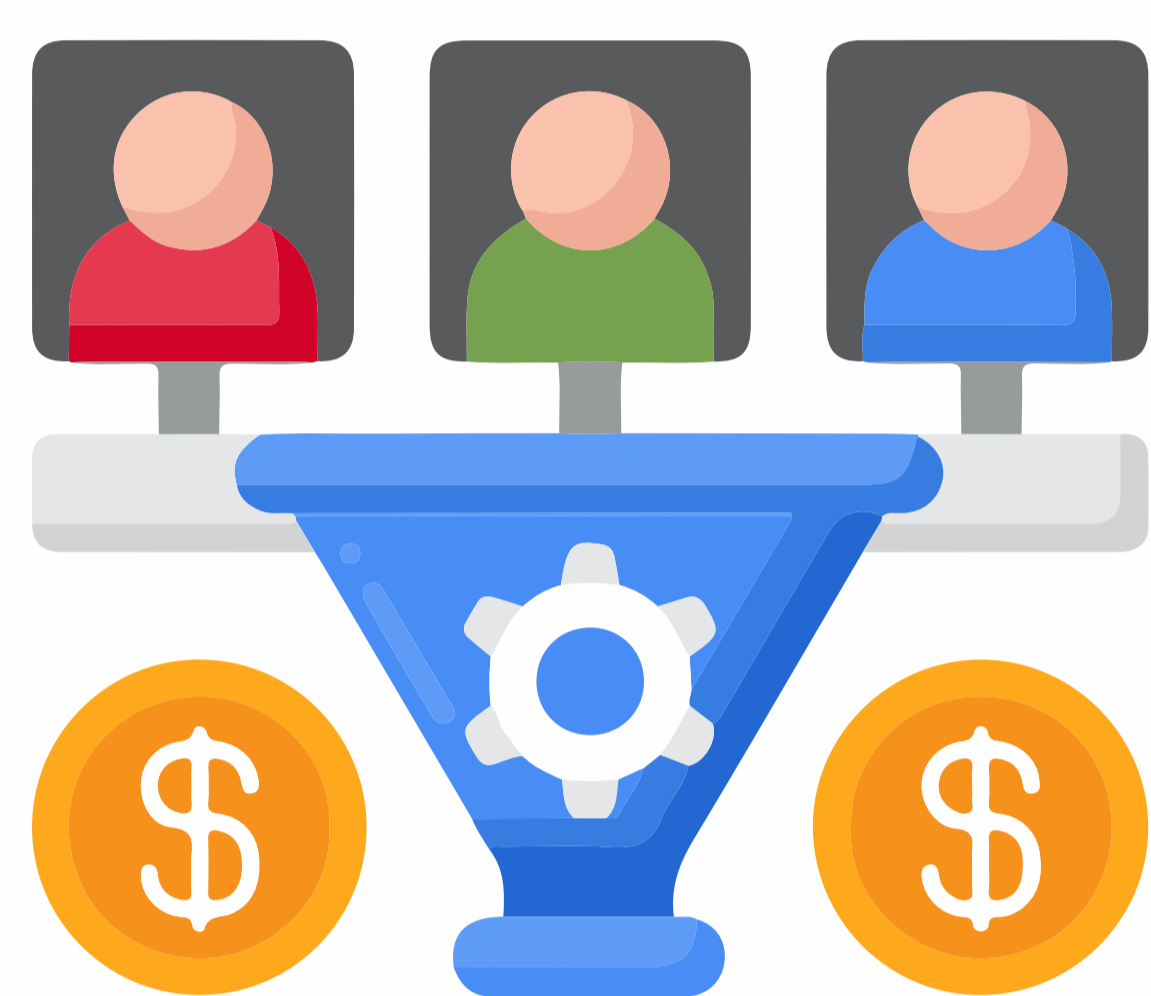


A well-managed marketing campaign is key to attracting new clients and growing profits—but many small and solo law firms simply don't have the time for a hands-on marketing strategy.

Marketing automation has been a game changer for many small firms, but some still aren't taking full advantage of its benefits. If your law firm is struggling to meet client intake and profitability goals, it might be time to reevaluate how you're using the tools at your disposal.

Ask yourself the following questions:

■ Am I automatically following up with potential leads?



No attorney has time to manually send personalized, timely messages to every lead.

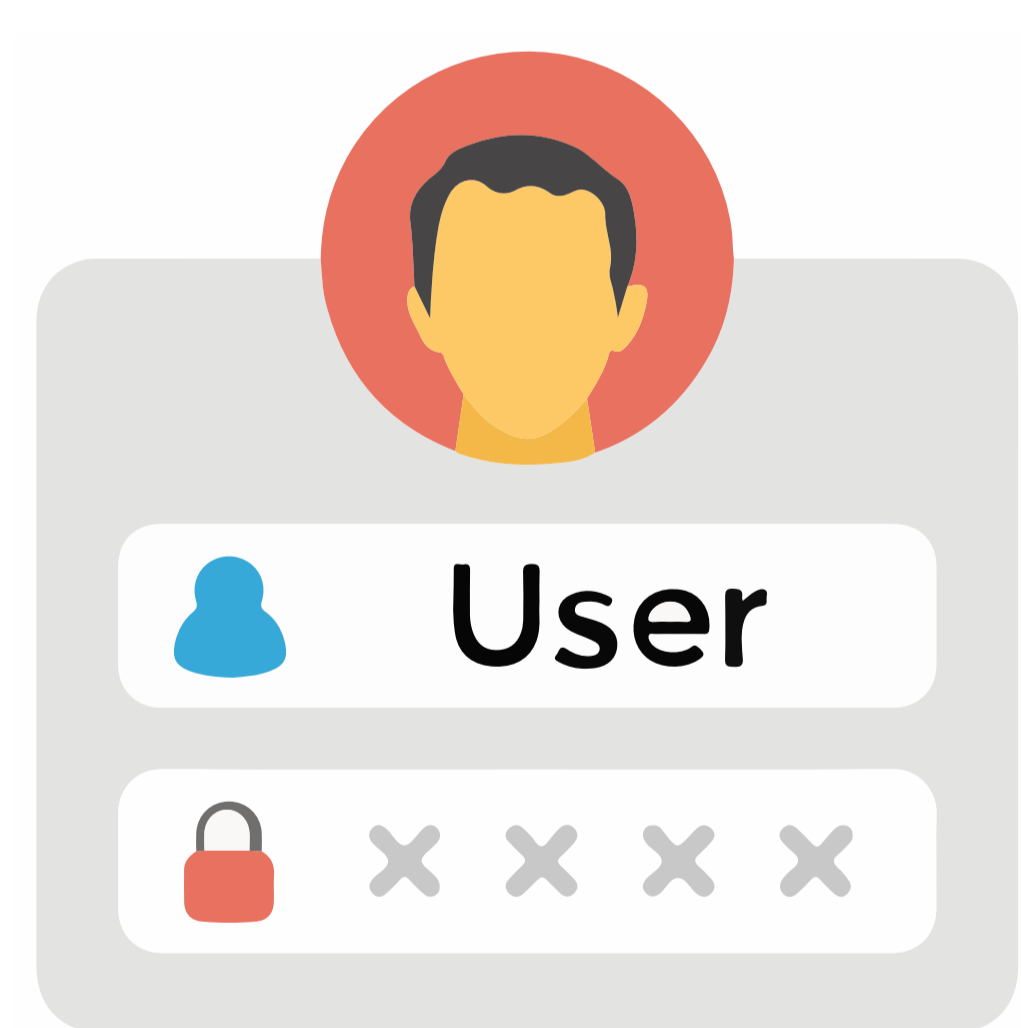
That's where marketing automation comes in. Instantly send personalized messages to prospective clients to position your firm as engaged and responsive—while moving clients through your sales pipeline.

■ Am I using the right method to communicate with clients?



Every client is different. Some prefer to text, while others prefer a good, old-fashioned phone call. You should be using your marketing automation software to connect with leads and clients in their preferred contact method.

■ Can I create custom, logic-based intake forms?



A complicated, time-consuming intake process can scare off potential clients. With logic-based intake forms, you can show clients that you value their time by focusing on the questions you need answered. (Plus, you won't have to worry about spending too much time on leads that aren't a good fit for your firm.)

■ Am I using email drip campaigns to stay top-of-mind?



Acquiring new clients is only half the battle. Keeping them is just as important. Marketing automation features like email drip campaigns help you stay top-of-mind with all your contacts—so when they need legal services, your law firm is the first one they think of.

If you answered "no" to even one of these questions, your law firm is missing out on valuable resources. When you add a legal CRM to your comprehensive CosmoLex practice management software, you can use efficiency-boosting marketing automations alongside your daily practice management software.

To see the benefits for yourself, [request a demo!](#)