



5 Must-Haves to Generate the Best Leads



Mass Tort



LeadingResponse



Mass tort cases can deliver up to 20,000% ROI per case.

This makes these leads key in expanding a law firm and generating revenue. Law firms spend millions on TV commercials and billboards each year to gain access to mass tort leads, but there are better, more cost-effective ways to sign these highly lucrative cases. Our expert team at LeadingResponse has compiled these five best practices to generating the mass tort leads internally:

1 Timing is Crucial

Don't wait until the settlement phase, when consumer interest peaks, to start generating leads.



By then, victims with the strongest cases already have attorney representation. Ideal mass tort opportunities involve many plaintiffs with strong liability claims against a financially stable defendant expecting to settle within the next year.

Get ahead of the curve.

Focus on mass tort cases that are starting to gain traction or interest. Begin tracking upcoming cases and create lists of potential leads before others, and your firm can gain the competitive advantage when they go to court.

2 Screen Effectively

Create robust screening and a process to verify the leads' eligibility.



Write down any specifics that helps easily differentiate eligible leads and unqualified prospects. These same criteria also make good targeting parameters for your online marketing campaigns.

Use time wisely.

Robust screening ensures your team doesn't waste precious time hunting unqualified leads. Consider criteria possibilities that would make a prospect ineligible, and verify each before moving them to the next step in your process.

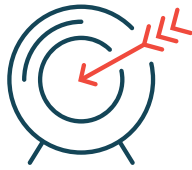
Target and Retarget

Targeted digital marketing campaigns connect you with the right audience, at the right time.

Online search, email, and social media advertising are the most cost-effective way to generate mass tort leads. Targeting leads that fit your specific set of eligibility criteria helps optimize your online marketing spend, and minimizes the time your intake staff spends trying to convert unqualified prospects.

Know your audience.

Consider what your ideal mass tort lead looks like, where they might search for resources, and what they might be looking for. Hone your campaigns to locate and connect with them wherever they are at.



Assign Resources

Create and train dedicated intake staff.

Design detailed training materials so your in-house intake team knows how to screen prospective clients and answer common mass tort questions and concerns. Consider creating a 1-800 number and email address specifically for mass tort leads or hire an outside call center.

Generating leads can be time consuming.

Filtering calls and submission forms can become a full-time job. Consider your firm's ability to keep up with influx of prospects and how your team can manage before diving in.



Outsource When Necessary

Leverage outside expertise.

Outsourcing certain tasks to qualified vendors is commonplace even among large, successful firms. Partnering with outside experts can help your firm manage prospects and leads, determine upcoming profitable mass tort opportunities, and save time and money.

Trust industry experts.

When considering a partnership with a lead generation company, experience matters. LeadingResponse has already sold more than 90,000 exclusive mass tort leads in 2020 to over 500 law firms nationwide. When you're ready to achieve real growth, put LeadingResponse's expertise to work and watch your firm reap the benefits.





Whether you currently focus on mass tort or another practice area these helpful must-haves will give you and your firm the advantage to grow to new heights. Now is the time to act.



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marketinginfo@leadingresponse.com