

Top 3 Signs Your Firm Needs a Lead Acquisition Partner

Smaller law firms and solo practitioners hoping to grow their practices face many different challenges. Below are three of the biggest ones we noted, based on recent industry reports. If your firm's struggling with these three issues, then maybe it's time to re-think your strategy:



Luckily, all three signs we listed above can be solved with one simple solution: **Joining forces with an experienced lead acquisition partner like LeadingResponse.**

Outsource Your Lead Generation Efforts

Representing cases gets less time and attention when you are responsible for marketing your legal practice. Joining the LeadingResponse network can give your firm the following benefits:



REAL-TIME, FILTERED AND EXCLUSIVE LEADS. Get leads where and when you want them. Sent as texts. Submitted via email. Uploaded to your CRM. Wherever and whenever – we deliver, with no competition to race for signed retainers. Our leads are sent exclusively to your firm, and no one else. We also filter out any unqualified prospects before real-time delivery.



CONSISTENT VOLUME. Whatever your firm needs, LeadingResponse has it. Our team of digital experts secures leads actively looking for legal representation today. Reach more interested parties, 24/7. As both a Google Premier Partner and Facebook Premier Partner, our team locates leads online anywhere, anytime.



PRECISE GEOTARGETING. Find leads exactly where and when you need them. Choose your areas – county, state, or nationwide – and we'll deliver. You need new cases to grow your firm's clientele and revenue. Partnering with LeadingResponse gets you connected – quickly.



LeadingResponse

2 Lower Your Per-Case Acquisition Costs

How much money, time, and effort do you typically spend just to sign one new case? Our call-focused service, DirectConnect, can potentially cut your firm's per-case acquisition costs:

100%

100% CONTACT RATE. DirectConnect puts you instantly on the phone with live leads already waiting to speak with an attorney. Compare that to an average 65% contact rate after six follow-up attempts from law firms not using DirectConnect. Say goodbye to cold-calling prospects and reclaim your nights and weekends!



LOWER COSTS. LeadingResponse clients that use DirectConnect reported 50% lower per-case acquisition costs compared to those not using this service. Knowing where to cut costs can be crucial for growing your bottom line.



GET THERE FIRST. 43% of consumers cite attorney responsiveness as the #1 factor in hiring decisions, and 41% said a free consultation mattered in their choice of firm. More than half (62%) contacted just 1-3 attorneys, and 28% hired someone within 72 hours. DirectConnect puts you first in line for converting those prospects into signed cases.

3 Automate Up to 50% of Your Intake Process

Most solo practices and smaller firms have no dedicated intake staff for processing leads. Instead of hiring administrative support, let LeadingResponse's secure, cloud-based Lead Management System (LMS) automate up to 50% of those tasks for you. Here's what you can expect:



MORE REVENUE. The Clio 2020 Legal Trends Report showed firms using automated lead intake systems like LMS earned \$27,304 more revenue per lawyer compared to firms not using them.



FASTER, EASIER CONVERSIONS. Our LMS is like a Swiss Army knife for onboarding leads. It has everything you need to do the job faster and easier using just one simple tool. LMS features our clients say helped increase their overall client conversions include:

- Built-in SMS text and email drip marketing campaigns that nurture your leads until they're ready to convert into signed cases
- Ability to score lead quality by marketing channel so you can improve ROI while staying within your quarterly budget
- Track shipments and packages online in real-time so you never miss a deadline
- Get eRetainers and fee agreements signed remotely – going paperless saves your firm money and moves each case forward without in-person appointments
- Customizable reports let you focus on the metrics that matter most for achieving your current growth goals

Our marketing team has over 25 years of experience helping more than 500 law firms nationwide grow their practices.

Ready to Get Started?

(877) 577-9505 | LeadingResponse.com/legal



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