# 4 BEST PRACTICES

# TO INCREASE CASE ACQUISITION

## FAST AND PERSISTENT FOLLOW-UP

Don’t lose out on an opportunity because your team did not respond quickly or long enough. Legal marketing is a competitive landscape. Don’t assume the lead is only vetting your firm.

## UPDATE ANTIQUATED PROCESSES

Paper or manual processes are the perfect recipe for lost leads and unorganized follow-up, or no follow-up at all. This can easily result in your leads getting signed by another firm.

## CAPTURE VALUABLE MARKETING DATA

Consistently capture the source of your leads. Obtain solid intelligence on how your marketing investments are paying off in the way of generating cases.

## DEMONSTRATE YOUR EXPERTISE

Approch the follow-up process as a way to learn about the lead and provide him/her with confidence that your firm can and wants to help. Include resources in your follow-up efforts.

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