HOW TO LAND MORE LEGAL CASES

Respond immediately to lead inquiries

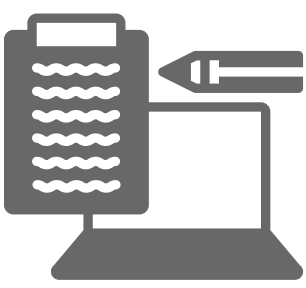
In today's ultra-competitive legal landscape, law firms risk losing valuable opportunities to land new cases if they take too long to respond to potential client inquiries.

Use a professional incoming call and live chat service

If dedicating staff to respond to leads in not an option, consider using a third party service to field inquiries and qualify leads.

Run paid ad campaigns on Google

Among the most effective ways to introduce your firm to a potential new client is through search advertising on Google's pay-per-click program.



Create strategic keyword content for your website

Web pages and blog posts that support long-tail keywords may be found by potential clients in organic search results.

Manage leads in a CRM

Lead tracking and data management are key components for marketing intelligence and ensuring that leads don't fall through the cracks.

Inner Architect Media LLC