

Turning legal trends into tactics for 2026


Law firms have made significant strides to modernize their marketing efforts over the past few years. Yet, too many law firms are losing out on those hard-fought clients when it comes time to close the deal.

While you cannot control technology’s advancement or your competitors’ moves, 2026 presents a new opportunity: build upon your successful marketing foundation and close the leaks in your intake funnel. Based on our research, here are our recommendations to focus your firm’s efforts for maximum returns in 2026:

01

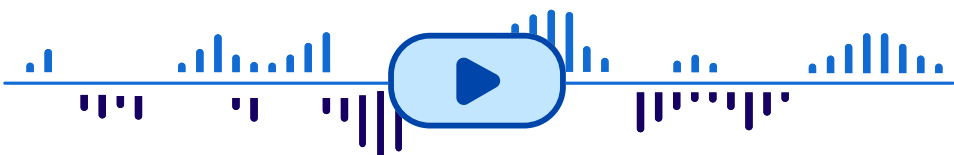
Make new channels measurable from day one

Firms are confident in their ability to attract clients, but adding new channels requires more than simply testing tactics. Before investing in video, paid social, or other emerging channels, ensure you have the tools to track whether those efforts are generating qualified leads — and, ultimately, new clients. **Call tracking**, **form tracking**, and **multi-touch attribution** make it easier to understand which campaigns drive calls, texts, and form submissions that convert.



Ian Smithson

Call Received: December 14th, 9:41pm
Source: Organic Search



Action PlanSmart Follow-UpCoaching

Generated on April 14th

1. Cancel the noon appointment

2. Remove Ian from the schedule

3. Note that Ian will call back

4. Clarify final concerns and details for the next appointment

02

Free up attorneys’ time with *always-on* AI-powered intake

Missed calls and poor follow-up can undermine even the most effective lead generation programs. You cannot staff phones 24/7, but you also can’t afford to miss calls. Implement solutions like CallRail’s **AI Voice Assist** to answer calls, qualify leads, and book consultations during off-hours or busy days, minimizing lost business. For those times an attorney handles the intake, there are AI tools that can help by **creating action plans and automating follow-up tasks** to reduce the time burden.

03

Find high-impact AI use cases

In 2025, law firms reported content generation as their top use for AI. In 2026, the strategy must shift to operational efficiency. Utilize AI to surface insights from conversations that would be impossible to analyze manually, and use automation to handle intake tasks that your staff lacks the time to manage.



04

Modernize your firm's most critical channel — the phone

The phone remains the heart of the client relationship, yet it is also the most neglected channel. Only **22%** of firms use fundamental tools like call tracking and recording. To close the modernization gap, firms need a unified platform like CallRail.

The CallRail platform supports this by bringing key measurement capabilities together in one place, enabling you to:

- **Track and attribute interactions across calls, texts, and forms** back to the marketing sources that generated them.
- **Generate conversation-based insights** from **calls, texts, and forms** to better understand buyer intent and conversion signals.
- **Unlock the full value of every conversation using a premium suite of AI tools** that provide rich insights and **help you convert more leads**.

CallRail combines these capabilities into a connected lead engagement platform that supports the entire client journey. From tracking which channels generate your best cases to automating intake and follow-up, CallRail helps you attract better clients and convert them efficiently — all while eliminating the costly manual tasks that slow you down.

Take control of your marketing and client intake in 2026

See how CallRail can help you attract better clients and convert more of them.

Start your free trial today →



Methodology and Demographics

This report is based on a survey of 100 legal professionals conducted in October 2025. Respondents represented a mix of seniority and functional roles, including Executive Leadership (43%), Marketing (general) (25%), Operations (22%), SEO/Organic (5%), Paid Social (3%), Strategy (1%), and Social Media Management (1%). Firms of varying sizes were included, with 4% employing 1-19 people, 19% employing 20-99 people, 37% employing 100-249 people, and 40% employing 250-499 people. The survey was conducted at a 95% confidence level with a +-5% margin of error.