

Checklist:

5 ways law firms can track every meaningful moment in the client journey



Every client journey is unique. As law firms double down on digital marketing tactics alongside tried-and-true traditional touchpoints, there's an endless number of ways for someone to go from hearing about your firm to becoming a lead.

While phone calls are still the most common way for law firms to generate new client leads, 87% of law firms have a website and many are using it, or should be using it, to generate leads through form submissions.

With so many touch points driving prospective clients to multiple lead generators, it can be impossible to sort the noise from the signals that will help you market more intelligently and efficiently without the right tools and processes.

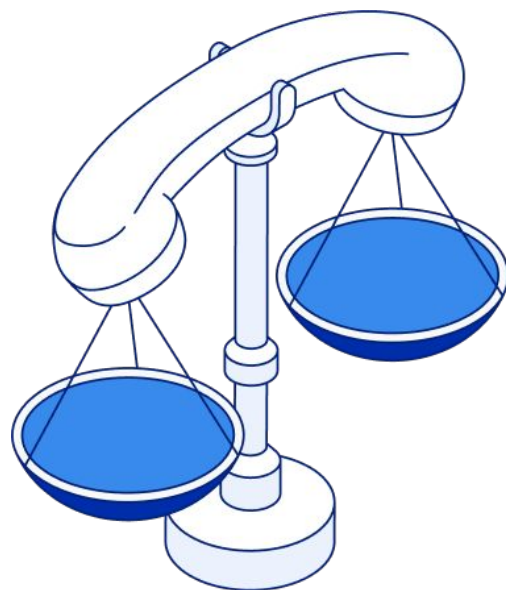
Keep reading to discover the key things your law firm can do to better track the meaningful moments in the customer journey and improve your marketing strategy.

Track every meaningful moment in the client journey

Make it easy to track campaigns with multiple touch points

As law firms rely more and more on digital marketing tactics like PPC, Google Business search results, and social media, it becomes more likely that prospective clients have seen and interacted with multiple touch points. As your firm drives more business to forms on its website, you need insights into what's influencing conversions—even if it isn't directly responsible for the conversion.

Give your team a complete picture of digital marketing's impact on lead generation with technology like CallRail's [Form Tracking](#). Without the ability to tie form fills to digital marketing activity, your firm is missing out on significant insights into what messaging is successfully driving conversions.



Simplify how you track leads from your website

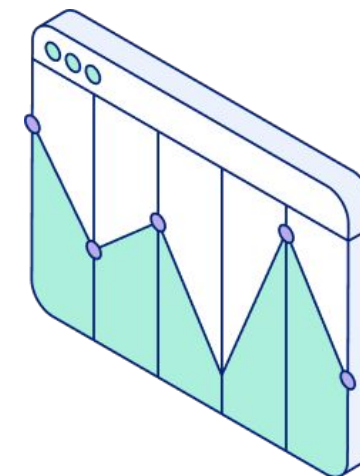
When it comes to marketing your law firm, the simpler things are, the better. Lead tracking in particular is one place where you don't want things slipping through the cracks.

There are two ways to simplify lead tracking. You can either choose a form tracking solution like CallRail that [integrates](#) seamlessly with popular web content and form building solutions like Wordpress and Hubspot. Or you can use [Form Tracking's native form builder](#) to eliminate the need for multiple solutions to manage your web forms.

Unite online and offline touch points

Though many law firms are delving deep into digital marketing, traditional marketing strategies still play an important role. As client journeys are rarely linear and one lead can be influenced by online and offline touch points, you need a way to track and unite those insights.

By using [Call Tracking](#) and [Form Tracking](#) together, you can monitor your multi-channel, multi-touch campaigns and the impact they have on leads with ease.



View all client leads in one place

Airtight lead management can help ensure prospective clients don't fall through the cracks. Most law firms have work to do in this area. Research shows that it takes, on average, [9 hours for law firms to respond](#) to prospective clients. Plus, law firms are [spending 10 hours](#) per week simply tracking down client or prospect information.

Even when a firm is already using a form builder, they need to make sure they can view their form leads and phone leads in one place. By combining Call Tracking and Form Tracking, you gain a complete, real-time picture of where all your leads are coming from and what's influencing them in one view.

Optimize what's working and cut what isn't

The difference between good and great legal marketing is optimization. If you've taken the first steps here, you've got all the lead tracking data you need to optimize your demand generation marketing.

With all of your call and web form leads in one place with CallRail, you'll be able to see what online and offline touchpoints are impacting the client journey and which ones are lagging. Those insights, along with insights from your [call transcripts](#), can help

you decide where to boost spending on touchpoints that are driving leads, how to improve underperforming messaging, and when to turn off the low performing activities.

Track and improve your clients' journeys by combining Call Tracking and Form Tracking.

Start your 14-day free trial to make your business more resilient.

Try CallRail free today

