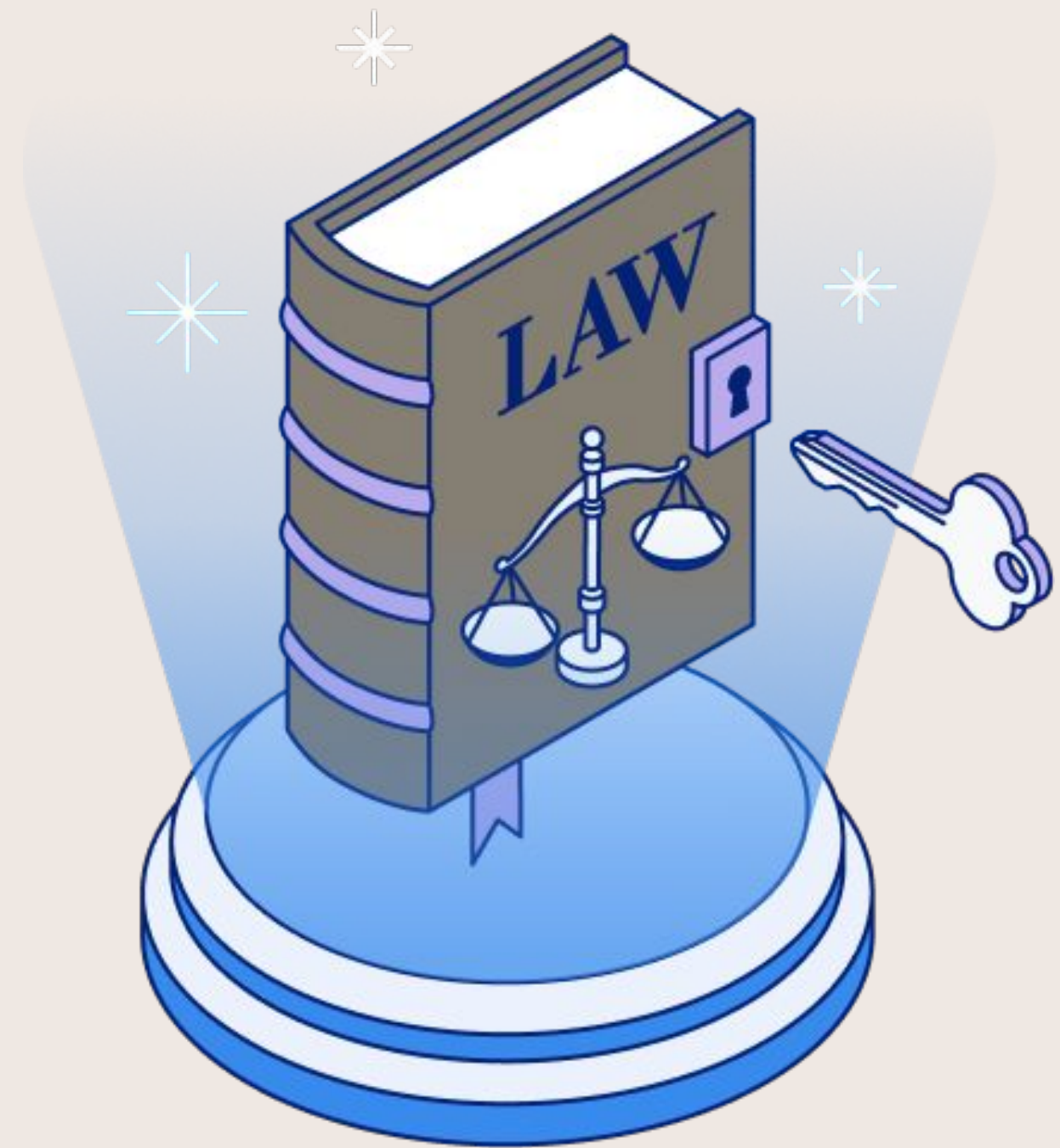


2023 Legal Predictions

**Legal marketing agencies predict new technology, optimization key for thriving in 2023**



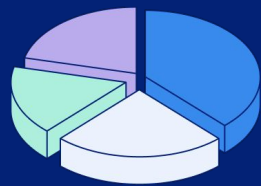
# 2022 and before

For law firms — and the legal marketing agencies that support them — the last few years were transformative, especially the boom in digital marketing as law firms sought new clients in new ways during the Covid-19 pandemic.

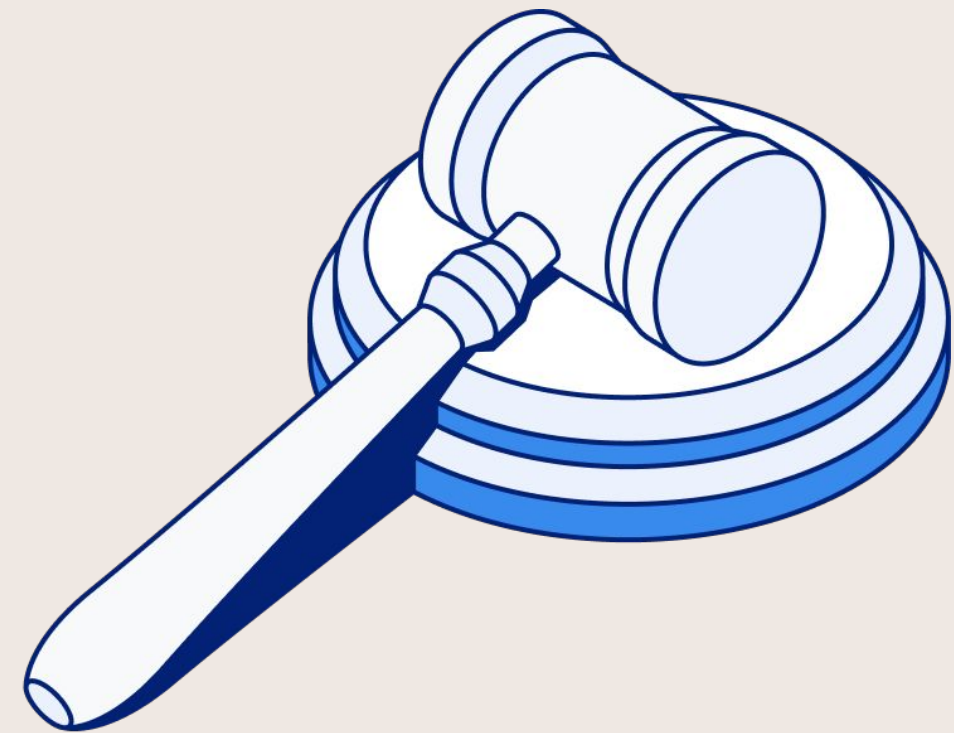
Some of the highlights include:



- In CallRail's [2021 year in review](#) we saw how rapidly legal marketers shifted towards digital marketing tactics and adopted new technology like call tracking and form submission tracking to help capture more leads and evaluate their marketing successes.
- The [2022 report](#) showed that marketing was a priority for law firms, but an overwhelming number (95%) of firms were also acutely aware that as a non-billable expense, marketing spend was a greater risk. The struggle was illustrated by major channels like social media and email underperforming in the eyes of legal marketers.



2023 is shaping up to be challenging and transformative in its own ways. We asked agency professionals for their insights and predictions about legal marketing in the upcoming year. Check out what they had to say.



# Agency predictions for 2023

While the past few years were characterized by growth and marketing experimentation in the legal industry, the challenging economy in 2023 will require law firms to optimize and adapt quickly to the changing environment. The firms who come out on top will be the ones with the technological know-how to market efficiently next year.



## Intake as a function of marketing and business development

*“There is revenue to be made by tightening up every step in the intake process...It's the first touchpoint with the firm and every marketing effort hinges on its success. Because companies like CallRail, Smith.ai and Majux are talking about intake, firms are starting to be proactive rather than reactive to make sure that their intake processes are air-tight. I get the impression that this will not only continue but explode in 2023 and beyond.”*

- Bernard Clark, Founder, [Majux](#)



## Why it matters

When a prospective client calls in for the first time, everything from how long it takes to call back to the way you close out a mismatched opportunity will have a ripple effect. Prospective clients are calling at a very vulnerable point in their lives; a subpar intake process can lose that business or start the new client relationship off on the wrong foot, leading to poor online reviews and a dearth of referrals.

When law firms recognize the importance of this touchpoint, marketing and business development teams can work together to properly measure and optimize it. Rather than relying constantly on a reactive approach — fixing problems as they pop up — firms can transform this touchpoint with proper technology and employee training. Getting it right can directly affect the bottom line, as [65% of firms](#) say intake software helps them close more clients.



## How to take action

**Measure the key metrics like time to respond and focus on improving the client experience.**

**Use [Call Tracking](#) to analyze calls and understand what prospects are saying.**

**Provide employees with always updated prompts and scripts based on call analysis.**

**Train employees to take advantage of referrals for rejected cases instead of hanging up the phone.**

# The impact of video and social media continues to grow



## What agencies are saying

*“Law firms are beginning to see great success with well-crafted video content — forecasts show that by 2023, video marketing will account for over 80% of all internet traffic. Furthermore, social media content in the form of professional, short-form videos are performing exceptionally well as a marketing approach at the moment...Implementing a strong, targeted social media campaign for your law firm can get eyes on your practice and provide you with valuable data to craft more effective digital marketing campaigns across multiple advertising platforms.”*

- Britt Rawcliffe, Creative Director, [1SEO Digital Agency](#)



## Why it matters

Open up Instagram or TikTok, and there’s a good chance you’ll quickly [discover lawyers educating people](#) about how laws work or giving advice for hypothetical situations. The less-than-three-minute videos often rack up millions of views and usually only require a smartphone to record and post.

Simple videos that provide engaging, high-value information can do exceptionally well on social media and YouTube. Whether you’re looking to go viral and boost your organic reach or you want to capture prospective clients’ attention with a video ad on Instagram, short-form videos can help you create low-cost content that draws in new clients and keeps current clients engaged with your brand.



## How to take action

**Create [client personas](#) to identify what topics matter to your prospective clients.**

**Take time to understand your chosen social media platforms — a video that works on one doesn’t always translate to the others.**

**Use tools like [Conversation Intelligence](#) to uncover common client questions that can become video prompts to better engage your prospects.**

# “New Normal” Increases Importance of Reliable Technology



## What agencies are saying

*“Between the pandemic and the “great resignation”, businesses of all stripes face the prospect of doing more with less; law firms are no exception. Navigating this new normal requires implementing technology that allows your processes to run smoothly and efficiently, independent of your staffing situation.”*

*Software – particularly software with the APIs to communicate with other vital platforms – can make it easier to manage your day-to-day operations without any staff-related slowdowns. Now you can see the collective data from multiple sources aggregated into reports that allow you to prioritize your work, communicate with current clients, and connect with prospective clients.”*

- Lindsay Marty, Owner/Founder, [Above the Bar Marketing](#)



## Why it matters

On one hand, many law firms might have to do more with less in 2023 — smaller budgets, smaller teams, etc. On the other hand, the boom in digital marketing over the last few years means there’s more data available to work with — as long as you have the right technology in place to make sense and take advantage of the data.

In a world where marketers need to do more with less, the reliable trinity of intake software, marketing attribution reporting tools, and practice management software will have to work together seamlessly — without a lot of manual labor. [80% of legal marketers](#) said it was essential for their practice management software to integrate with their marketing software. When technology works together to paint the big picture, it provides focus to your marketing activity and messaging.



## How to take action

**Identify friction points where data is difficult to find/use or where technology brings more headaches than value.**

**Create a [deeply integrated MarTech stack](#).**

**Use [Call Tracking](#) with [Form Tracking](#) to automate insights into marketing campaigns and measure the impact of marketing spend.**



# Automation is a must



## What agencies are saying

*“Using call transcription, we’re able to listen to the calls, find the specific keywords that people are using and even the vocabulary that we might not have thought to build out – and then add them to our search programs.”*

-Andrew R. Mimault, Founder, [Mantic Media Group](#)

**mantic media** ©



## Why it matters

Law firms aren’t on their own in 2023 — artificial intelligence (AI) will continue to play a growing role by powering automations, chatbots, call analysis, and much more.

Firms have a wealth of data derived from countless client interactions — it takes AI and automation to activate and optimize it all. Take calls, for example: with CallRail’s AI-powered [Conversation Intelligence](#), law firms can automatically analyze calls. Those insights can not only help firms create better marketing messaging and intake call scripts, but also measure the success of marketing campaigns and uncover potential new lines of business for the firm.



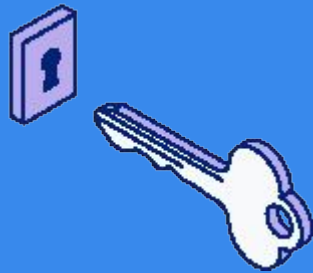
## How to take action

**Use a tool like [Conversation Intelligence](#) to analyze calls.**

**Review the words and concepts your customers are using.**

**Adjust your keyword and marketing strategies based on this information.**

# SEO isn't dead – it's evolving and permeating other channels



## What agencies are saying

*“Optimizing for niche search engines will be a more successful strategy for small and mid-sized businesses. Creating the proper content for these media will be the key to success – engaging, thought-provoking posts on a LinkedIn forum, or a fun, informative short video on TikTok.”*

- Michael D'Elicio, Founder, [Dweeso Digital Marketing](#)

**dweeso**



## Why it matters

Trying to compete for organic search traffic in Google can seem impossible for small firms — and [35% of law firms](#) believe Search Engine Optimization (SEO) is underperforming. SEO is also the [most commonly outsourced marketing activity](#) (56%) — a worrisome combination for agencies. Luckily, SEO is a multi-platform turf war now, providing an opportunity for crafty legal marketing agencies to make an impact.

Encourage clients to try new channels and create relatable, value-driven content. Low-budget, public service announcement-type videos on the website, social media, and YouTube can perform well within these platforms and help drive Google rankings at the same time — as long as you're optimizing for each platform.



## How to take action

**Create an SEO strategy that's aligned with your firm's annual business objectives.**

**Try search engines other than Google, including social platforms – and even Bing.**

**Develop content geared toward those channels' audiences.**

# Grow your agency with thought leadership



## What experts are saying

*"Agencies tend to rely on relationships and referrals for growth... Having a brand and being a trusted authority can help. It can establish your reputation as a top service provider in a specific niche — even if people haven't heard of you."*

- Kristaps Brencans, CEO, [On the Map Marketing](#)



## Why it matters

Your agency has worked hard to tailor its services to law firms — make sure your website and content reflect that hard-fought experience and expertise. Prospective clients want to know if your vision aligns with theirs — and they want to know how you're going to help. Thought leadership content is a critical way to establish that trust — in fact, 88% of B2B decision-makers say [thought leadership content helps improve their impression](#) of an organization.

Start by listening to your legal prospects and clients. Using [Conversation Intelligence](#), you can discover what motivates your prospective law firm clients and use those insights to develop impactful thought leadership content ideas. Make sure you have a plan to distribute your thought leadership in industry podcasts and publications, as well as your own website and social media.



## How to take action

**Establish how your marketing expertise benefits law firms.**

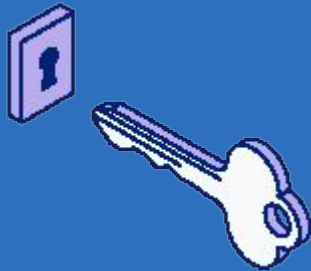
**Implement a [call analysis tool](#) to hear what prospects and customers need from your business.**

**Refine your messaging, create related thought leadership content, and share it in the channels frequented by your target audience.**

**Use a [centralized comms tool](#) to understand how clients respond to your content along the customer journey.**



# Adapt to impending technology changes



## What agencies are saying

### Google Analytics 4

*"On July 1, 2023, Universal Analytics is sunseting and marketers will be fully reliant on Google Analytics 4. There are some big improvements — and big differences — and I think it will be towards the end of the year before everyone is fully used to how the data is processed and presented before marketers can start taking full advantage."* - **Laura Lawrie, Principal Product Manager, [CallRail](#)**

## CallRail

### The end of third-party cookies

*"Digital teams must start thinking now about collecting first-party data (or more of it) because data extrapolated from ad performance and market research will become even more valuable."* - **Care Gerland, [Savage Brands](#)**



## Why it matters

Marketers will need to adapt to the new data structure and reports in Google Analytics 4 (GA4). To make the switch as seamless as possible, marketers will want to start using GA4 before Universal Analytics (UA) sunsets in July 2023. Luckily, you can run UA and GA4 simultaneously — which is important because historical data in UA won't transfer to GA4.

While third-party cookies will stick around until [late 2024](#) at least, switching to a first-party data-driven marketing approach will save you headaches down the line and [protect your law firm's ethical reputation](#) today. Tools like CallRail thrive on first-party data and won't be affected by [third-party data restrictions](#) in the future.

Legal marketers should remain agile as 2023 promises fundamental changes to key marketing technology.



## How to take action

**Run UA and GA4 at the same time to establish parity between both tools.**

**Set up the GA4 tracking pixel now so that by the time UA sunsets, you'll have several months of historical data.**

**[Download the Guide to Google Analytics 4 to learn more.](#)**

**Prepare for the end of third-party cookies by collecting first-party data with opt-in.**

# Retain clients long term — with CallRail



## What agencies are saying

*“CallRail changes us from a website developer or a PPC shop or any other marketing agency to business consultants sitting down with a client and talking about the business metrics that matter to them.”*

- Conrad Saam, Owner, [Mockingbird Marketing](#)



## Why it matters

Law firms are acutely aware of the risks associated with marketing, and any agency who isn't delivering is expendable. Show clients you're a trusted partner. To do that, you need to tell a story — backed by data — that illustrates the return your clients are getting on their investment and provides transparency into what needs improvement.

To be a trusted partner, you need trusted tools in your kit. CallRail can help track and provide insights into the impact that calls, campaigns, keywords and more have on the metrics that matter most — lead generation and conversions. By providing call analytics for your law firm clients, you're ensuring you are tapped into their clients' preferred communication channel and making yourself an invaluable part of their marketing strategy for years to come.



## How to take action

**Take advantage of the [CallRail free trial](#).**

**Set goals and establish which KPIs are important for each client.**

**Continue to iterate strategies and campaigns based on data.**

**Use data that illustrates your agency's impact on the firm's marketing goals.**

# Looking to the future of legal marketing

Despite all the insights and predictions above, the jury is still out on what 2023 will actually have in store for your agency and your law firm clients. With the right strategies, tools, and insights, you can help your clients take a proactive approach to meet any challenge or opportunity head on.



Don't wait until it's too late — learn how CallRail's insights and automations can supercharge your legal marketing efforts in 2023.

Try Call Tracking for free today