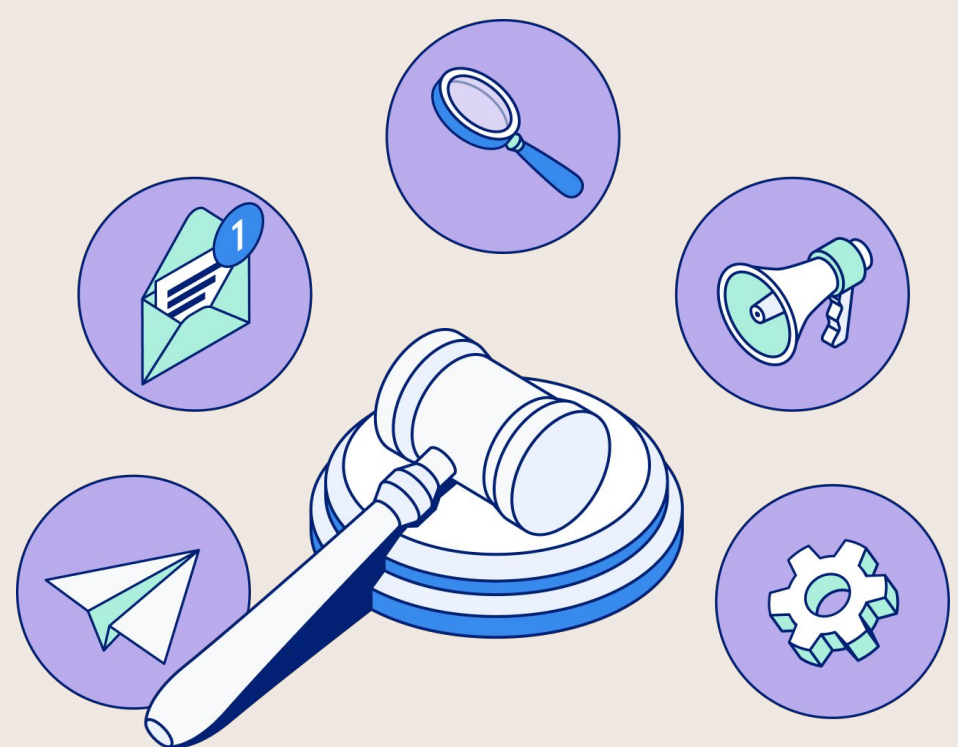


Rebuilding the Legal Marketing Toolkit: A Look Back and Ahead



How AI-powered lead tracking is transforming legal marketing.

A decade ago, tracking the source of your firm's cases was a puzzle you couldn't piece together, making it hard to measure campaign success, improve marketing efforts, and drive more calls. Today, lead tracking technology has transformed the game, making it easy to track the activity of prospective clients across all channels and campaigns. Better still, AI is transforming the future of marketing for law firms.

Past: Law firms could not track marketing, spending 20% more for each lead

Law firms had a limited number of marketing channels and were often left in the dark about the effectiveness of their marketing campaigns. It was difficult to assign attribution and track results. Was it the billboard, the radio ad, or the website that was driving leads? Even if you asked a lead how they found you, the caller may have had only the vaguest notion of what caused them to call your practice. And it cost firms money – because **businesses that don't track leads spend 20% more for each lead.**



There was a single number for multiple campaigns.

You used one phone number to talk to leads, whether they found your number in the phone book, on a billboard, or from the side of a bus.

Communication channels were limited.

Legal marketers were limited to communicating with prospects by phone or email.

Manual tracking was the only tracking.

You needed to ask each client how they found you, and you still had to guess where to best spend your marketing dollars.

Present: As marketing channels become more sophisticated, law firms get 10% more leads with call attribution

Law firms have embraced digital marketing, giving them access to more marketing channels. It's also now possible to measure attribution for even non-digital channels with lead intelligence. CallRail's lead intelligence solutions, which include Call Tracking, Form Tracking, and Conversation Intelligence, are used to analyze, transcribe, tag, and score conversations. In a hyper-competitive industry like law, this visibility is critical because **businesses with no way to attribute calls see 10% fewer leads.**



There are more ways to communicate.

With the web, you can connect with prospects and clients through more marketing and communication channels.

Digital channels improve insights and attribution.

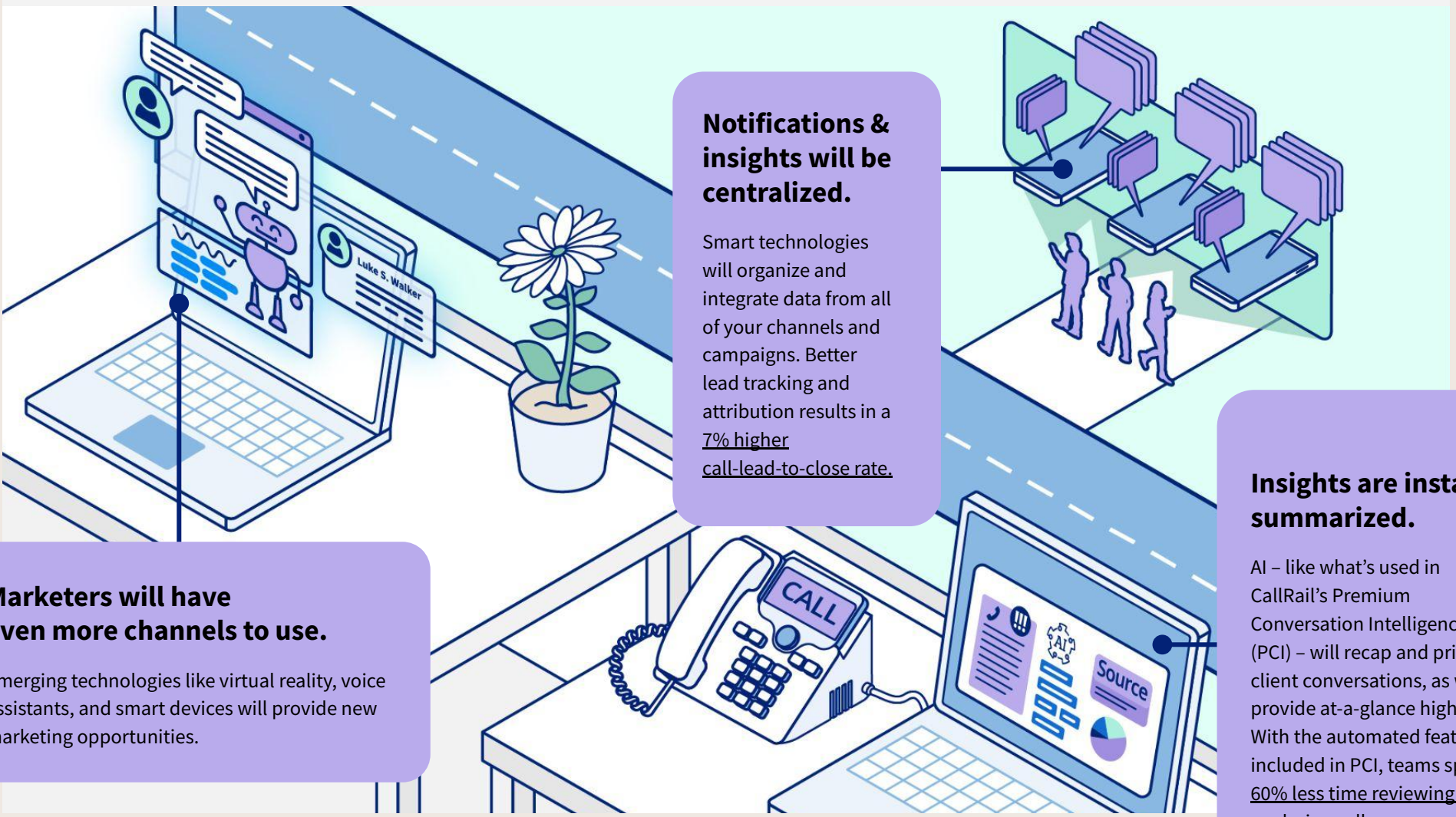
SEO, social media, text messages, and Google ads with lead tracking allow for better source attribution and insights into the client journey.

Targeting and tracking efforts are more accurate.

With lead tracking, your team can see the performance of all marketing channels—even those that are offline—in one place.

Future: Emerging technology allows firms to outmaneuver competitors and spend 50% less time qualifying leads

Emerging technologies like virtual reality and AI are likely to revolutionize how you reach potential clients and manage leads. You'll have access to more channels, but that won't have to increase complexity. AI will make channels easier to track and manage. And the technology will not only be able to instantly analyze conversations but create smarter lead campaigns. With AI-powered solutions, you'll be able to automate critical tasks and **spend 50% less time qualifying leads.**



Notifications & insights will be centralized.

Smart technologies will organize and integrate data from all of your channels and campaigns. Better lead tracking and attribution results in a **7% higher call-lead-to-close rate.**

Marketers will have even more channels to use.

Emerging technologies like virtual reality, voice assistants, and smart devices will provide new marketing opportunities.

Insights are instantly summarized.

AI – like what's used in CallRail's Premium Conversation Intelligence™ (PCI) – will recap and prioritize client conversations, as well as provide at-a-glance highlights. With the automated features included in PCI, teams spend **60% less time reviewing and analyzing calls.**



Take your law firm into the future with CallRail

Try everything we offer free for 14 days — no credit card required.

Use the insights into your most effective channels and campaigns from our AI-driven marketing tools to give your firm the competitive edge it needs.

[Try CallRail free today](#)