

# Law Ruler Software Announces SMS Text Message Marketing for Law Firms

**Law Ruler Software, LLC** announces its new SMS Text Marketing feature that allows a law firm to conduct direct communication with its existing and future clients.

SMS Text Message Marketing offers eight times the response rate of email, the company says in a release, adding the company educates its clients on the proper use of SMS Text Message technology, and that it should be used within the bounds of state and federal laws.

More from the release:

Benefits of Law Ruler Software's SMS Text Message Marketing Features:

- Create paperless business cards to generate more referrals or advertise on billboards using SMS Text Codes
- Build an "Opt-in" list and mass SMS Text message clients with important legal announcements, reminders, or to drastically increase lead conversion
- Create law firm client and lead generation forms for users to opt-in to the list
- Generate unique mobile auto-responders to "set it and forget it" to offer mobile phone users customized information specific to your area of law, Ex: Accident Information
- Appointment scheduling and client appointment reminders
- Get more get more retainer contracts signed using SMS Text Messages

"Law Ruler legal case intake management software offers the

features of many separate systems in one, and can do it all. Law Ruler offers staggering practice growth and lead management results and now offers both SMS Text and Email Marketing features that are very powerful for a law firm when used in compliance with state and federal laws,” said Daniel S. Jacobs, Chief Executive Officer of Law Ruler Software, LLC.

The purpose of Law Ruler Software is to bridge the gap between the advertising/marketing of a law firm and their legal case management software to increase productivity and revenue for the firm and its associates. The addition of advanced SMS Text Messaging features inside Law Ruler Software makes the communication gap a lot smaller between law firms and their existing and future clients and can increase response rates by eight times.

Also, Law Ruler Software, LLC announces the addition of Richard “Rick” Kaufman to its management team. Kaufman has more than 20 years of experience serving the legal market and more than 10 years of executive leadership. He has an extensive background in legal case and practice management software sales, service, and support leadership both in and outside the legal industry.

Kaufman comes to Law Ruler Software after working at Thomson Reuters and WestLaw. Most recently he served as the North America Sales Manager for Action Step case management software. Kaufman led several diverse teams serving customer’s needs for practice know how, practice management, legal research, and knowledge management.