

Marketing Your Practice: The Ins and Outs of Legal Client Relationship Management Tools

“Legal marketing is a relatively new concept. It wasn’t until the late 1970s that the ethics rules began to change, thanks to the U.S. Supreme Court’s decision in *Bates v. State Bar of Arizona*, in which attorney advertising was deemed to be commercially protected speech.” discusses Nicole Black in ABA Journal’s *Web First*.

“Since then, ethics regulations have been modified to permit attorney advertising, and the vast majority of lawyers now advertise their services in one way or another.”

“With online advertising leading the way, there is an increased need to track and manage legal marketing efforts. That’s where legal client relationship management tools come in.”

“Typically, this software streamlines the lead intake process and then provides tools to manage communications and appointments with potential clients. Other features often included are the ability to run analytics and create reports that provide insight into lead sources and the lead management process.”

Nicole discusses some legal-specific CRM options.

Read the article.