

Top 10 Reasons Your Firm Should Be

Tracking Its Leads





Digital marketing is increasingly becoming one of the **essential investments** behind a law firm's success.

But, to secure your investment, you need to keep your eyes on the prize:

The Lead Intake Process!



By tracking your leads, you can:

1. Identify which marketing and business efforts are the most profitable.

2. Pinpoint which specific sources are producing the most qualified leads.

3. Track the progress of leads through the sales funnel and identify any bottlenecks.

4. Tailor your marketing according to what the data suggests works best.

5. Detect opportunities for cross-selling and upselling to existing clients.



6. Improve the efficiency of the sales process as well as address issues early on.

7. Find trends and behavioral patterns that you might have otherwise missed.

8. Refine your budget by having a more accurate picture of the pipeline, costs, assets, ROI, etc.

9. Develop and improve your entire firm's staff client acquisition skills by identifying opportunities for team training and development.

10. Benchmark your firm's marketing performance against industry standards.



Your leads intake can help you make the most of your marketing efforts and grow your law firms.

For more information on how legal analytics can take your firm to the next level.

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