

Marks for marketing



Gary Shaw at Accesspoint says new joined-up technology that focuses on client expectations is making waves

Understandably, the challenge for many SME firms throughout this pandemic has been survival. As the most recent lockdown slowly comes to an end and life begins to look more stable for the near future, perhaps now is the time to push the boundaries and establish new and exciting ways to build your firm's existing and new client base – as well as enhance awareness for other legal services your firm may offer.

The legal industry is possibly going through the biggest digital transformation ever, and it's becoming ever more apparent that standing out online is now harder than ever as competition

New joined-up technology that focuses on client expectations continues to make waves through some of the more forward-thinking firms, and the traditional marketing methods we have all grown accustomed to are rapidly becoming less effective as standalone techniques to attract new business.

At just a click of a button, clients need to be convinced to choose you against others, so ensuring your firm's website has

been equipped with client-centric features is pivotal.

It's worth re-thinking what client engagement means to your firm. Asking the right kind of questions can be the key to unlocking a strategic and effective marketing plan as well as opening a world of opportunities.

The first question to consider is, how much do you know about your target audience?

It's important to remember that your target audience is forever evolving, so obtaining crucial ongoing demographic data about these people at any given time is a must. How can this realistically be done?

To discover more insightful information about your clients, adopting data-driven website automation is a great place to start. This online solution will enable your firm to collect almost any data you need to help with workflows in the most efficient and secure way. It's hugely beneficial to be tracking clients from the very start of their digital journey, be that from clicking on Google adverts, Facebook posts, or other links, right up to the completion of their case and fees earned. This ensures that you're accurately reporting your return on investment by cross referencing the cost of acquisition.

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