

Future marketing



Gary Shaw at Accesspoint asks: Is your firm fully prepared for new marketing strategy post-pandemic?

Marketing is a wide function that plays an integral part in every industry, especially within the legal sector as it can truly help a firm in the pool of competition stand out and gain new clients.

It's forever evolving. New methods have emerged in the world of marketing, and it's no longer the straight cut format of word-of-mouth referrals that will get you business. And nice colour pallets and fun taglines, won't either. Today, marketing has seen a much more client-centric and tech-savvy approach, and, as a result, a wide range of opportunities follow for SME firms that are ready to utilise it. This new era of marketing is going at full speed and, by the looks of it, will not be slowing down anytime soon – so is your firm fully prepared for the ride and ready to adapt with the future ahead?

Having a solid idea of what your firm wants to achieve from your marketing strategy is key, as this then ensures that the correct action and tactics are taken to increase your chances of successful marketing campaigns.

So where should you start?

First, begin with your primary goal –

build brand awareness and maintain a good brand image. There are many ways to achieve this, the most common method being by using SEO and PPC strategies to make your website more visible. But have you thought about what your firm will do next after it has implemented a strong SEO strategy and gained more visitors? Take a moment to imagine how efficient your marketing could be if it were joined up to your PMS and linked to your website – the possibilities could be endless, but, more importantly, it's entirely possible.

Leading potential clients to your site is one thing but understanding what to do with them once they arrive is another, it's important to remember that each client who visits your site can offer a wealth of valuable insights into future trends and direct marketing. With new and innovative website integrations and data-driven forensic integrations, your firm can now instantly tackle the ongoing issue of not knowing where your investment is going. You can do so by tracing inbound leads and their source of acquisition all the while measuring the volume and ultimate conversion rate together with the final case billed value, providing you with full ROI insight.

Additionally, once the client is within your reach, the data acquired will give you a better idea of knowing what your client clicks on and genuinely shows an interest in. **Continue reading adapting your marketing strategy here.** [LPM](#)

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