



Become a

Data-Driven Law Firm

and Secure Leads, Calls, and Cases





Investing in marketing means having a lot of data in the palm of your hand. **But how much of that data are you currently capitalizing on?**

As [a digital marketing agency for law firms](#), we understand the importance of reaching the right audience with impactful and unique messaging. To do that, you need to create effective advertising and marketing campaigns that capture attention and drive leads, calls, and cases. How is this possible? The answers are all hiding in plain sight, right behind your data.

By leveraging data, you can gain a deeper understanding of who your audiences are and thus tailor your campaigns accordingly. This is a win-win for your firm (specifically your marketing investment) and your clients.



Betting on the Data to Get Ahead

Data-related activities and goals are top of mind among marketers in the United States. But you'll be even more surprised to learn that your clients also want you to leverage data!

Studies show half of the surveyed adults in the USA believe the use of their data for marketing purposes helps them, as consumers, discover more things that interest them.

“ Our natural tendency is to lead by emotions, the highs and lows of which come from every corner, whether a news article or just the daily dealings with those around us.

Data, however, when sourced correctly, will always give us a

much clearer perspective

on the push, pull, and impacts of our business, allowing us to make informed and strategic decisions. ”

Derek Seymour
Director of Information
Technology at Consultwebs



Besides meeting your client's needs, what are other real

Benefits of becoming a Data-Driven law firm?

Let's look at some hard facts:

Why Become a Data-Driven Law Firm?

Source: <https://www.dataideology.com/>

Data-driven businesses are growing at an **average** of more than



compared to those **not using data!**

70% of companies consider a

Data Warehouse

the Most Important Part of their

Marketing Strategy!

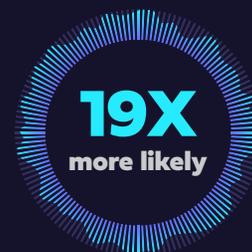
Data-driven organizations are

23X more likely

to acquire customers!



Data-driven organizations are



to be **profitable** as a result!

Data-driven organizations are

6X more likely

to retain customers!

Now that we've looked into the why, let's look into the how.



Secure Leads, Calls, and Cases

Today, Tomorrow and Always

"Is my site up?"

"Are my live chats, forms, emails, and calls all working?"

"Are all my contact forms functioning?"

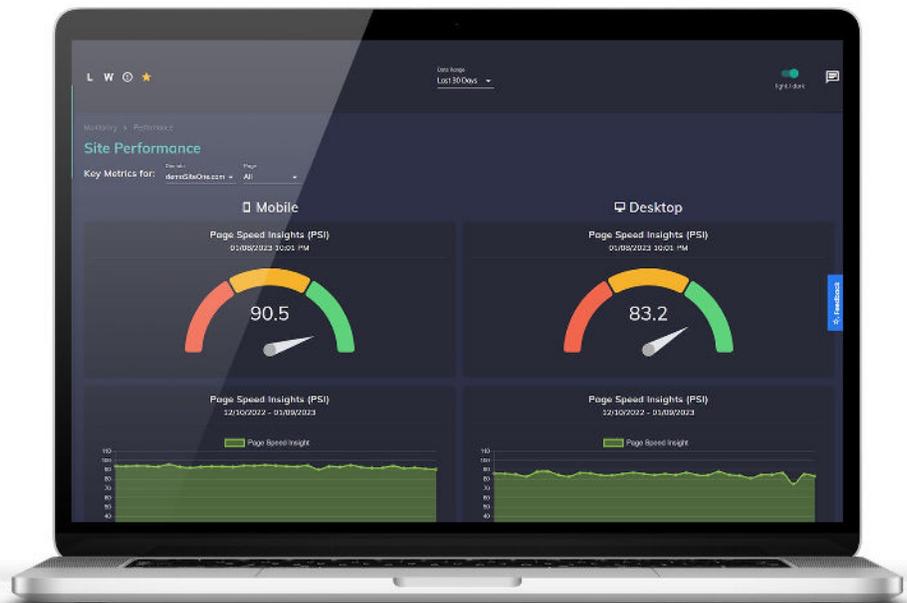
"Are the leads coming in?"

Firms can have all the answers with [LawEval](#), the all-in-one platform 100% designed for law firms that offers real-time growth insights into your digital assets.

Data can be messy, it's true. But, once the data has been cleaned, you've got one of your most critical marketing assets, and with LawEval, you can have all the data compiled (and already cleaned up) in the palm of your hand!

+ For example, if you want to find out your firm's page speed on mobile versus desktop, you can check this in seconds.

Take a look:





Carmen Bridges, Product Manager at Consultwebs, has this to say about

The importance of Leveraging Data:



Carmen Bridges

Product Manager
at Consultwebs

“

If there is any industry which can most easily embrace the use of data in decision making, it is the legal industry. And that is because data-driven culture is based on facts and evidence.

While raw data can seem overwhelming and meaningless, **once that data has been captured, cleaned, and curated, it then becomes an asset for the law firm to most effectively deal with uncertainty.** ”



And how can firms like you

Leverage the Data compiled in LawEval?



Carmen Bridges

Product Manager
at Consultwebs

“ Once the refined data has become accessible, readable, and usable to all people within the law firm, it can then be leveraged to guide a firm's decisions, support their new ideas, explain their choices of direction, and ensure they have a strategic plan for achieving their goals.

When a Law firm has a data-driven mindset, it's easier for them to identify when a strategy is working well, when it needs improvement, and what exactly those improvements should be. ”



Lead Your Firm's Data-Driven Decisions With LawEval

Firms that are data-driven acquire more customers, retain more customers, and boost their bottom lines above the competition.

With LawEval, you have complete control over all your marketing assets without the headaches of manually doing it alone.



If you'd like to see LawEval in action, look into the different data modules, or want more guidance

We're here - Let's discuss

your Marketing on a call

