

Marketing Attribution for Law Firms

Is your law firm struggling to connect your best leads to your ad sources? If so, it's time to consider a call tracking and marketing attribution solution like CTM.

TOP 5 LEAD MANAGEMENT TOOLS FOR LEGAL MARKETING:

CTM's lead management tools for both digital and offline marketing can help your team boost their win rates and land more cases for your firm.

"We haven't seen the customization we're able to do with CTM with other vendors.... most of the other platforms, we hit a wall. But not with CTM.

-Hennessey Digital
Legal Marketing Agency



- 1 **Call Recordings** | Use call data to capture missed details and pain points, or as a coaching tool to improve client conversations.
- 2 **AI Tools** | Automate routine tasks like answering and scoring calls or routing clients to their attorney or case manager.
- 3 **CRM Integrations** | Connect your CRM with top tools like HubSpot, Salesforce, Zoho, and more for a seamless workflow from intake to case management.
- 4 **Dynamic Number Insertion** | Find out how clients found your firm with number swapping for both online and offline sources, like Google Ads or TV commercials.
- 5 **Keyword Spotting** | Use keyword spotting to pinpoint specific words and phrases spoken on your calls. You can use these insights to align your marketing with real client needs.

DID YOU KNOW...?

If your firm budgets annually for digital ads, SEO, and offline marketing to attract clients, you should be confident that your marketing dollars are getting results.



Growing law firms with budgets between \$150k to \$1m benefit from leveraging both traditional and digital marketing strategies (Grow Law)



Responding to a lead in 5 minutes or less means you're 21x more likely to convert a lead into an opportunity. (L.R.M)

FEATURED INTEGRATIONS:

