

# The ultimate guide to data-led legal marketing and business development

Building and maintaining strong client relationships is one of the keys to success for law firms. By establishing trust and rapport between your firm's lawyers, professionals, and clients, you increase the likelihood of winning repeat business as well as new business via client recommendations. But one wrong move, and you can destroy that trust, lose key clients, and miss out on lucrative opportunities.

Marketing and business development teams need to collect and analyze as much data as possible to determine how to best attract and retain high-value clients. Client feedback, marketing and industry trends, relationship intelligence, and whitespace analysis data can all help guide your team's strategic decision-making, leading to higher client satisfaction and firm profitability.

Read on to learn how the right technology can help you collect and analyze critical data to improve your legal marketing and business development outcomes.

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## Collect client input and market data

Teams can't make good marketing and business development decisions without first [collecting critical data](#). Gather and analyze as much information as you can around your current relationships, client expectations, and marketing and industry trends to learn how to best serve your clients.

### Review client feedback

[Gather feedback directly](#) from past, dormant, and active clients via formalized client surveys, interviews, and mid-matter debriefs to gain insight into opportunities for improvement. Using advanced marketing and business development technology, you can create and send custom surveys, track responses, generate data-led reports, and integrate that data with client profiles and contact information — so you can easily determine how to best serve each client.

### Access third-party data

[Market data from third-party providers](#) can help you identify significant patterns and trends in the ways that your current and potential clients work. Monitor industry developments, adjust to changing legal precedents, and review previous matter insights to gain a stronger sense of how your firm can successfully meet expectations moving forward. The best data solutions let you view third-party data alongside your propriety information so you can make informed decisions faster.



*"The discipline and rigor that DealCloud applies to our analytics keeps us on track with running the firm as a business."*

JOHN BYRNE, CMO, GOULD & RATNER

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## Analyze client relationships and opportunities

With the right relationship intelligence tools, you can analyze your marketing and business development data to gain valuable insights, including which clients offer the most value, which pieces of content are resonating with which audiences, and which channels are driving the most engagement. You can then [use these data-driven insights](#) to plan, execute, and track digital marketing campaigns across your digital marketing solution.

### Score your relationships

Relationship intelligence technology can provide score cards to help you figure out the strength, value, and potential of each client relationship. Equipped with this knowledge, you can determine which ones to continue nurturing, which ones to build and strengthen, and which ones to let go. You should also leverage your relationship intelligence solution to discover who knows whom among your firm and current and target companies since existing connections increase the chances of speedy and successful introductions, interactions, and referrals.



#### Relationship score components should include:

- The volume, recency, and type of engagements that a client presents
- Billing history
- Revenue contribution
- Growth potential
- Alignment with your firm's strategic initiatives

### Determine engagement levels

Track the engagement levels of your clients to determine the success of your outreach efforts and identify needed improvements to your campaign strategy. For example, you can measure metrics such as open rates and click-through rates for emails to learn what content is successful with which clients. You can also leverage pitch and RFP analysis tools to capture data on which of your contacts are participating in the review process, how much influence they have over their company's decision-making, and whether they already have an established relationship with someone at your firm.

### Analyze whitespace

Leverage advanced marketing and business development technology to [perform whitespace analysis](#) and identify areas of opportunity within your firm's existing client base. After learning more about a client's industry and geography, you may decide to expand your business and cross-sell, providing unique products and services that address that client's niche, specialized needs. It's almost always easier and more profitable to cross-sell existing clients than to sign new ones.

## Turn insight into action

Once you have a better understanding of your firm's client relationships and marketing strategy, it's time to [adjust and improve](#) your outreach and offerings. Investing in technology can provide the support your team needs to truly understand and efficiently meet your clients' needs and expectations.

### Keep your relationships from cooling

Once you've determined which of your clients are high-value, it's vital to keep nurturing those relationships. Investing in the right client relationships will help your firm achieve tighter alignment between your clients' needs and your firms' offerings — which will lead to increased loyalty from your clients and more profitable growth for your firm. A relationship intelligence solution can alert you when it detects low engagement levels from clients, allowing you to quickly reconnect with them and make sure the relationships don't grow cold.

### Improve engagement by updating your marketing strategy

After learning how well (or how poorly) your marketing campaign is doing, you can [adjust your outreach strategies](#) accordingly to improve performance. For example, you'll be able to identify which email content has generated the highest engagement to create similar content moving forward, while abandoning underperforming content.



**Tip: 70% of emails are marked as spam because of the email subject line. Keep your subject line between 28 and 50 characters, and include keywords that are relevant to your clients.**

You can also use your data to [tailor your pitches](#) to better reflect your clients' goals. And if you discover that pitch reviewer has an established relationship with someone at your firm, you can ask that person to reach out to their contact and discuss how to best win their business.

## Attract, retain, and assemble the right talent

Having a strong marketing strategy is crucial, but so is having [the right talent and resources](#) to execute that strategy, serve your clients, and help your firm grow. Find innovative ways of attracting and retaining new marketing and business development staff in roles that align with departmental strategic initiatives.

### Create new specialized jobs

Traditionally, law firms have hired generalists to fill marketing and business development roles. However, as the legal industry is increasingly relying on marketing and business development to drive growth, firms are now creating exciting new specialized roles — such as data analyst, digital marketing specialist, and client experience manager — to deliver greater value to their clients. Not only are these roles more attractive to job seekers, but staff members in specialized roles are more likely to stay at their firms — meaning that those firms can preserve their institutional knowledge.

With the right platform, you can support these new job functions by providing individuals and their teams with customizable dashboards and reports to help track relevant performance metrics and KPIs. These dashboards may also offer filtering tools to keep specialists focused on the data and metrics that are relevant to their positions.

### Build diverse matter teams

Increasingly, law firms are being asked by clients to [assemble diverse legal teams](#) and provide detailed diversity, equity, and inclusion (DEI) reports. To meet this demand, firms need solutions that protect the privacy of their lawyers and prevent accidentally revealing highly sensitive personal information without consent. Software features such as role-based access control, data encryption, and multi-factor authentication can all help to ensure privacy and only provide information on a need-to-know basis.

# Leverage DealCloud to make data-led decisions and ensure long-term success

Just as your industry is constantly evolving, your firm must continually update and improve the way it serves its clients. Continue to collect client data and feedback, stay on top of industry trends, and nurture your relationships so you don't lose business to your competitors.

A centralized platform like DealCloud lets you capture detailed information about current and potential clients, including their business models, industries, geographies, financial metrics, and transaction histories. It also helps you manage interactions and engagement with clients, including tracking emails, calls, meetings, and other touchpoints.

DealCloud also offers powerful search capabilities that make it easier for cross-functional teams to find and share data in real time, track predefined key performance indicators, and manage internal and external communications — helping them drive data-led decisions and monitor and optimize client service delivery.

By using DealCloud as your single source of truth, you can gain full visibility into your complex networks, client relationships, engagements, pipeline, and other key marketing and business development information. This all-in-one deal and relationship management solution leverages both firmwide and third-party data to help you easily develop, track, and conduct targeted marketing campaigns, build stronger proposals, and stay aligned with your business development strategy.



*"DealCloud allows us to surface data in ways we weren't able to do before. We now have full visibility across most activities in the firm. DealCloud forms a solid foundation for our data-strategy for the years to come."*

**CHRISTOPHER CONRADI,  
CHIEF DIGITAL OFFICER, FSN CAPITAL**



*"DealCloud provides us with a huge array of analytics — not just on our own significant deal flow, but also insight that we are gleaming from across the market. It's providing the entire business with game-changing insight into everything we are doing with our clients."*

**JONATHAN BOYERS, PARTNER, KPMG**

**Schedule a demo** to learn how DealCloud can drive data-led decisions at your law firm to support your marketing and business development strategies.

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