

# Tech's Role in Reducing Law Firm Marketing Spend

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ClientsFirst Consulting's Chris Fritsch identifies some easy ways to boost your firm's marketing performance.

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Chris Fritsch, CRM success consultant at ClientsFirst Consulting, shared tips and insight on leveraging marketing technology to attendees of the Atlanta Association of Legal Administrators (AALA) on Wednesday.

Fritsch told the crowd of about 20 legal professionals that law firm marketing technology budgets are expected to outpace even legal IT budgets in the next few years.

"We're seeing new roles being created, marketing technology coordinators or managers, because they've got to figure out a strategy," she said.

Fritsch noted that there is plenty of cheap, commonplace technology firms can leverage to bolster their marketing work. Excel, for example, can easily be used to keep track of leads, while free services like MailChimp and SurveyMonkey can help marketing professionals reach target groups without breaking the bank.

With a little more capital, customer relationship management (CRM) and enterprise resource management (ERM) platforms have traditionally helped keep track of leads. Newer CRM and ERM systems like OnePlace and InterAction, Fritsch says, can focus in more on pipeline and traffic patterns to identify potential new markets.

Fritsch also noted that cloud-based CRM platforms can be a more affordable option for small firms and solo practitioners.

"Finally we're seeing for the first time in ever we have a cloud based CRM system, so that opens up more technology to smaller firms," she said.

Small research tools like Gwabbit, which scrapes data from email signatures, and Snapshot, which offers firm relationship information directly in web browsers, can also help legal marketing staff with research.

The years of avoiding social media are a thing of the past, according to Fritsch. Social media is now such a fixture of the marketing landscape that it's no longer just an option for law firm marketing strategies, it's a necessity.

"It's neither good nor bad, it just is," she said.

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