

Mobile Marketing Apps To Grow Your Law Practice

Offering your clients a mobile app is an effective way to increase client loyalty, generate referrals, differentiate your practice from the competition, and stay on the forefront of this exciting new technology.

Did you know over 1 million new smartphones are activated every day? For many of us, a phone is the first thing we look at in the morning and the last thing we check at night. Mobile phones have quickly become one of the most widespread technologies of all time.

The Benefits of Offering a Mobile App

Here are just a few benefits of offering your clients a mobile app:

1. Stay connected with your clients

Your best clients are your repeat customers. Having your firm's custom app on a client's smartphone is a great way to encourage on-going business. Knowing that you're easily accessible strengthens your relationship with your client. The apps communication features connect directly with your existing website, email, and phone service making communication easy for you to manage. In a crowded marketplace where clients may not have allegiance to one attorney, a mobile app helps establish that bond, affirms your commitment in communication with the client, and makes you the first "go to" resource.

2. Get referrals with a click of a button

Your best leads come from referrals from your clients – people who have worked with you and know you. An app can take that offline referral and make it mobile. A referral button sends your contact information to a prospect and makes it quicker and easier for your clients to make a referral in one click. This helps them promote your practice and lets you leverage that valuable referral network.

3. Keep clients informed about the law and your firm

An app's alert/notification feature allows you to send a notice to your clients at any time on any topic. A simple message like "We're closed on Monday" or a substantive change in the law can be broadcast to everyone easily. You can also keep clients informed and share your expertise with links to reviews of your practice, legal resources, articles, or Q&As on your website.

4. Establish your firm as leading edge

Having a custom mobile app has practical benefits and it also shows your clients that you are engaged with the latest technology. An app that is customized with your firm's logo, colors and photos shows innovation and Internet savvy and will differentiate your firm from your competitors. It's a subtle reminder that you care about staying on the forefront – a quality that helps you be a better and more knowledgeable attorney.

