

# The Key to Successful Lead Conversion for Law Firms: Fast Follow-Up!

Article By:

Stephen Fairley

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Some are already familiar with the importance of fast follow-up when it comes to lead conversion.

I routinely cite a study that shows leads can go from hot to cold in just five minutes. In addition, [a study on the lifespan of sales leads](#) conducted by the *Harvard Business Review* found that **leads contacted within one hour are 7 times more likely to be converted** than if the contact was two hours later – and **60 times more likely to be converted** than if the contact was 24 hours later.

Fast follow-up is a real stumbling block, especially for solos and small firms who usually rely on attorneys to return a call or email inquiry. This is the first mistake. **NEVER have an attorney responsible for following up!** You may want to, you may intend to, but it rarely happens because of your workload.

So what to do? Automate the process! **You simply cannot be consistently good at lead conversion unless you have a process in place** that sends your prospect an immediate message responding to their inquiry.

Every contingency can be planned for in advance with an automatic response system. A prospect calls in, a staff member gets an email address, enters it into the system, and that person is immediately sent an email. That email can encourage them to set an appointment, educate them further about your firm, include some testimonials from other clients, offer a free consultation, or whatever you want to happen next.

The same process can be put in place for leads that you capture through your website, blog or social media posts.

An automated system also enables you to implement a drip email campaign that guides your prospects along the path to becoming a client. If they miss their initial appointment, this triggers a series of emails encouraging them to reschedule. If they don't sign with you after the initial meeting, another series of emails prods them to take that step.

All of this can be done without any intervention from busy attorneys. Law firms across the country have implemented many lead generation email campaigns that have yielded substantial increases in

their lead conversion rates.

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