

How law firms can use **MARKETING AUTOMATION** to **enhance** their client experience



Hi Michelle,

Client experience seems to be on every legal marketer's mind right now. As law firms face more challenges than ever before, client loyalty has become the key differentiator.

How can law firm marketers impact client experience?

While there are many ways, in [this week's INKsights post](#), I show how marketing automation can be used to achieve six key outcomes, including enhanced cross-selling and more referrals.

I'll be speaking on this very topic at this week's [Legal Marketing Association Southeast \(LMASE\) Regional Conference](#). If you'll be there and have questions, I'd love to chat. Just look for the woman with bangs.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- [Customer Experience Is The New Brand](#) — Customer service/CX expert and *NYT* bestselling author Shep Hyken argues that focusing on customer experience may be “the single most important investment a brand can make in today's competitive business climate.” (*Forbes*)
- [Adobe confirms it's buying Marketo for \\$4.75 billion](#) — Want more proof that marketing automation is here to stay? Here's a multibillion-dollar deal for you. Adobe's shareholders are pretty confident, judging by the company's stock, which is up 78 percent in the past year. (*CNBC*)
- [Newsletters Are Immortal \(And so is news of their death and rebirth\)](#) — Dave Pell, editor of the newsletter [NextDraft](#), shows why “aside from cockroaches and Maroon 5's catalog, newsletters will be the only thing to survive ... nuclear catastrophe,” including the 6 Ps of newsletters: personal, persistent, personalized, permanent, performance and perpetual. (*Medium*)

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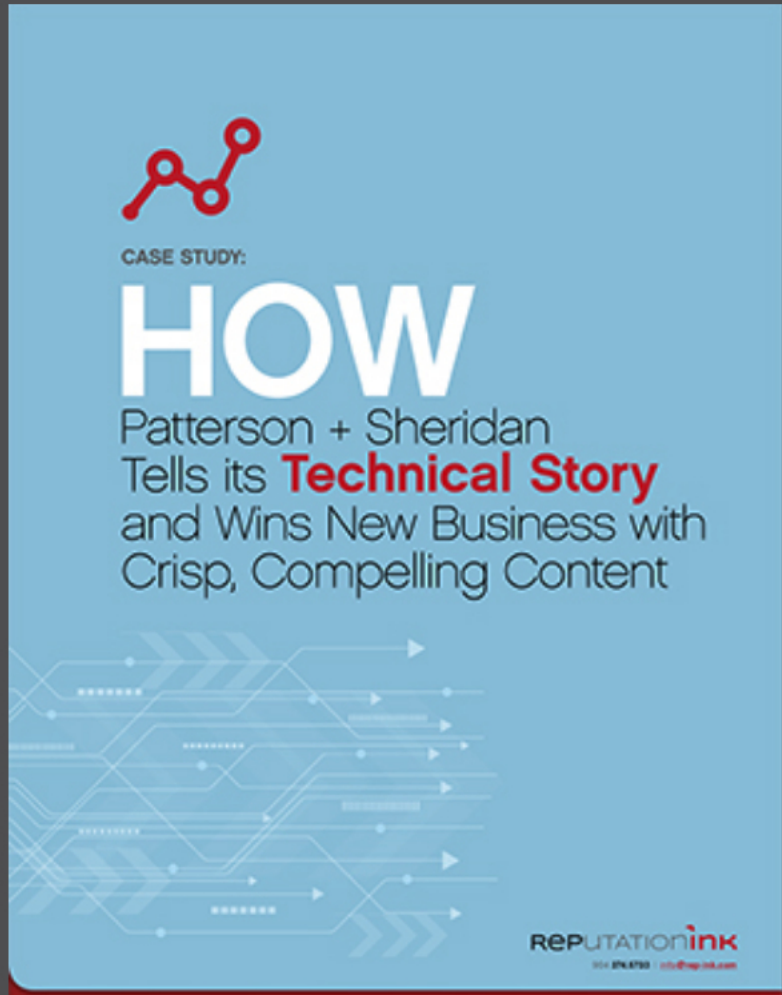
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