

# 6 Secret Weapons

## That Grow Your Litigation Support Service Business

Here's how to use your business's tech stack, customer communication, and market intel as secret weapons to blow up your growth for **next-level success**.



### 1 Customer Relationship Management (CRM) Platform

If your business has a CRM then it's got a **secret weapon** that's ready to blow up your growth marketing initiatives with:



#### Email Marketing Automation

Set-it-and-forget-it automation for **personalized email campaigns**.

#### Social Media Management

Publish, and monitor social media posts, as well as track engagement and performance

#### Customer Retention

Your CRM's analytics can help you identify and engage with **at-risk customers**.

### 2 Company Website

Make your website an **information destination**. A knowledge base, blog, pricing, court news, and legal industry info can help attract visitors and **improve search rankings**.

1st Impressions → **75%**

Number of consumers who admit they **make judgements** about a company's credibility based on its website design

→ **400%**

The improvement in **conversion rates** a top-notch user experience design could deliver.

Make it mobile → **57%**

Number of internet users who say if a business's **mobile site** is poorly designed, they won't recommend it.

### 3 Reputation Management

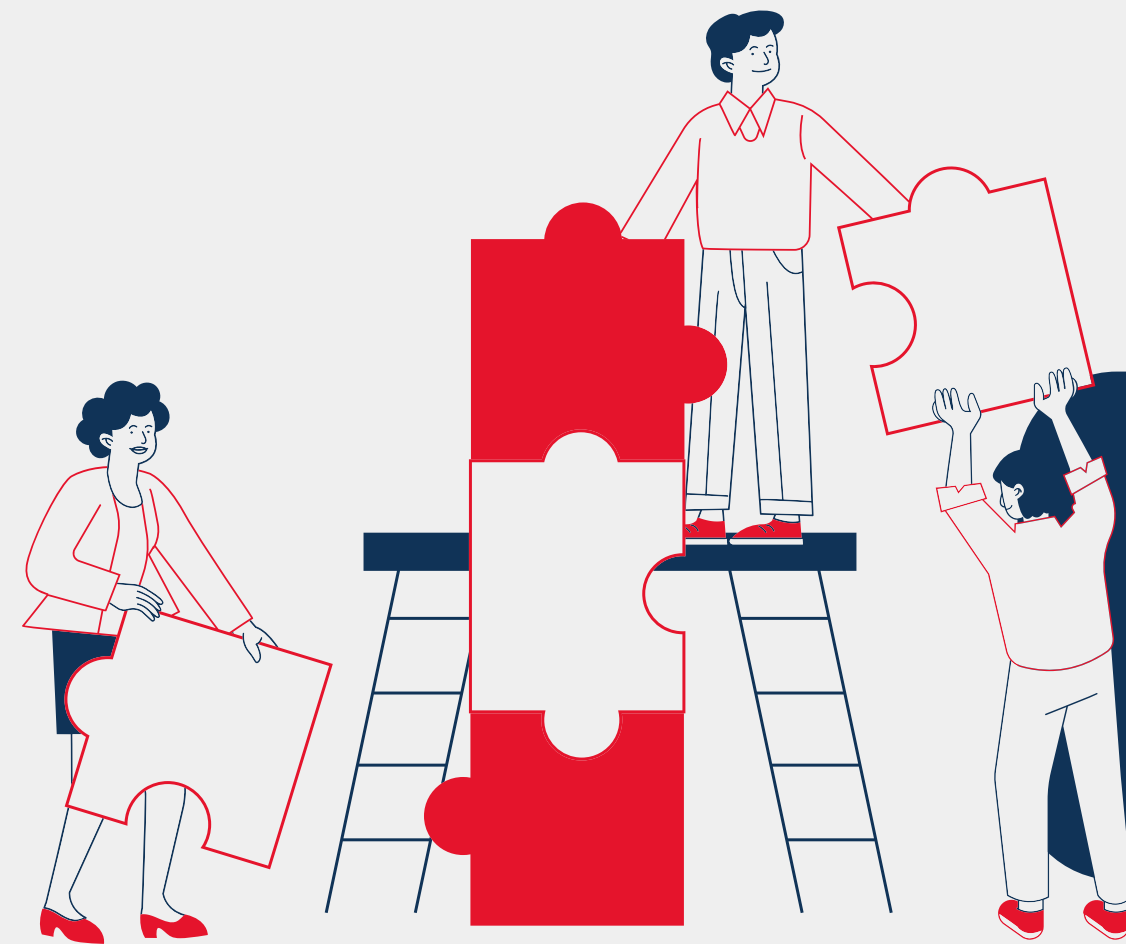
Here are two ways to strategically manage your business's reputation online.

#### Monitor and respond to online reviews

- Actively monitor reviews about your business that appear on platforms such as **Google** and **Yelp**.

#### Content Creation and SEO Optimization

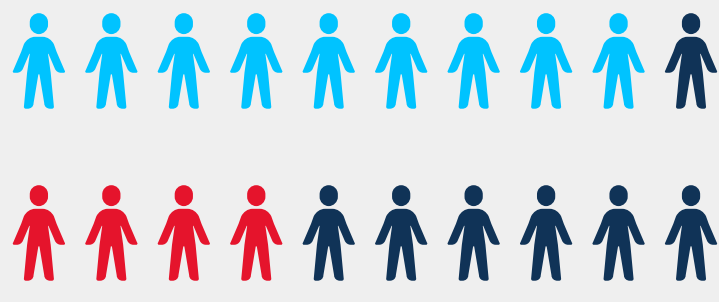
- Help shape customer perception by **creating positive content** in blog posts and social media that pushes down any negative information.



#### Off-the-shelf or DIY?

You can use your own email or CRM to encourage your customers to sound off about your business.

### 4 Customer Referral Program



93% of people surveyed<sup>1</sup> were **willing to trust a brand** their friend or family member recommended, compared to only 38% of people willing to trust an ad for the same brand.



**5x**

A customer referred to your brand<sup>1</sup> is up to five times **more likely to participate** in your referral program than a customers who was not referred.

#### Before you buy, ask...

##### What's included?

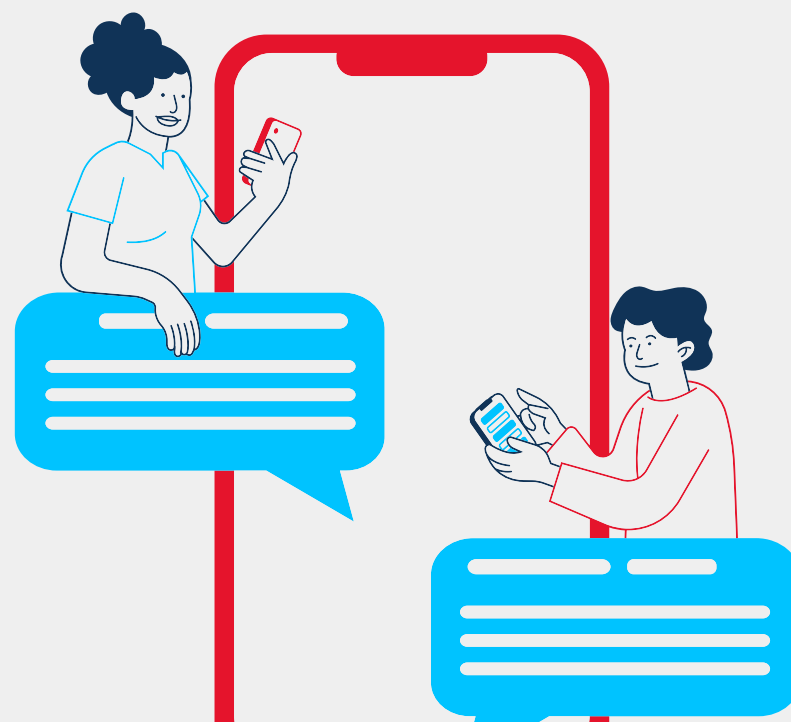
Options you want the most may not be offered at every price level.

##### Where's my support?

Is the support team available during my operating hours?

##### After the breakup?

Who gets the data when your service agreement ends?



### 5 Customer Feedback

A source of good suggestions that can help you:



#### Identify New Opportunities:

Customer feedback can uncover **unmet needs**.

#### Improve Products:

Uncover customer pain points and identify how you can **better compete** in the market.

#### Strengthen Your Growth Base:

Engaging with customers who provide feedback can: **build trust**, encourage **repeat business**, and spark word-of-mouth **recommendations**.

### 6 Expansion

Tips for offering a new **service line** or entering a new **geographic market**.

#### Become an eFiling Provider

Use a reliable, **court-certified eFiling platform** and you're good to go.

#### Expert Review

A specialty service that can **help you compete** against other providers.

#### Expand Out-of-State

Align your business **with a network** of litigation support service providers that can fulfill physical and electronic services.

