# IRIS
LAW BUSINESS
MARKETING

Marketing with IRIS Law Business software can help you better manage your relationships with existing clients, improve retention and grow your business by helping you identify cross-selling opportunities and recruit new customers.

At the same time, it can reduce cost and maximise the return on your marketing budget through the reporting and campaign evaluation tools, which give you the accurate results you need to fine-tune your marketing strategy for the future.

Best Business Practice
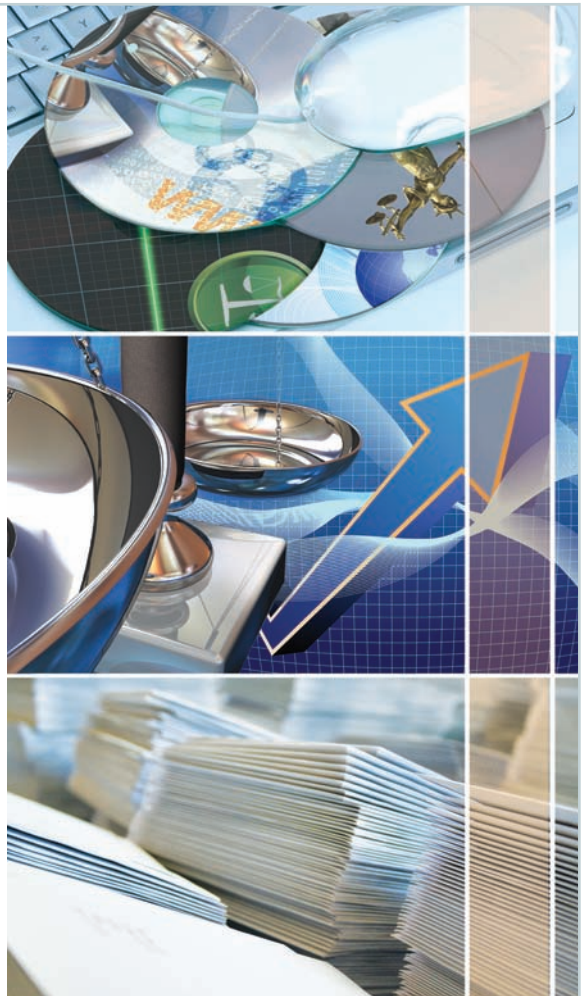
OVERVIEW

As competition in the legal market increases, it makes sense to include 'marketing' in your list of things to do. Often a neglected discipline, with the right tools it is much easier than you may think to retain clients and grow your practice through effective marketing.

Within the IRIS Law Business marketing module there are extremely powerful features that allow you to develop and monitor highly targeted marketing campaigns – from a very simple mail merge to all clients; to a sophisticated, multimedia campaign designed to create or expand a new referrer channel.

The single database holds all information relating to a client from contact history to billing details and can be made available firm-wide so that every fee earner, partner and secretary has access to the same information, whatever department or branch they work in.

The system's flexibility allows you to adapt it to best suit the needs of your practice, giving you the ability to set up your own definable 'pages' and filter variables.

As a bonus, the system profits from integration with 3rd party software such as address verification software to ensure data is clean and accurate.

With the same familiar look and feel, the IRIS Law Business marketing module has been designed to allow you to maximise the commercial potential of your IRIS Law Business practice and case management system, and give you the ability to run targeted campaigns to selections of your practice database, measure their effectiveness and present the results in clear reports and graphical displays.

BENEFITS

- Communicate effectively and appropriately with your clients or prospects through targeted mailing groups.

- Reduce wasted promotional costs by only targeting specific groups.

- Segment by any variable in the database such as postcode, spend, interests etc.

- Ensure accurate and standardised addresses with seamless integration with 3rd party address management software.

- Save time by using the mail and email merge facilities that save documents back to the client and campaign history.

- Diarise key campaign dates to ensure deadlines are always met.

- Apply Agendas to lead staff easily through the campaign process.

- Control costs by setting up cost budgets and recording time and expenditure.

- Automatically measure campaign return on investment.

- See an instant snapshot of campaign progress and results with the one page graphical summary and reports.

- Rank campaign effectiveness with reports that show campaign results over time or the top performers.

- Log resulting new matters and instructions against the marketing campaign results.

- Save time on campaign set up by cloning successful projects and amending to suit.

FEATURES

- Full and seamless integration with IRIS Law Business practice and case management systems

- Easy to set up and amend mailing groups

- Record time and costs against campaigns and set up budgets

- Campaign cloning

- Snapshot campaign summary page showing key details, responses and revenue against budget

- Store related documents and literature in the Documents area

- Rapid production of emails and mailshots that are saved to the client and campaign history

- Graphical presentation of results and campaign analysis

- Compare campaign against campaign or list the top performers

- Record resulting new instruction & fees recovered

Example IRIS Law Business Marketing Screen
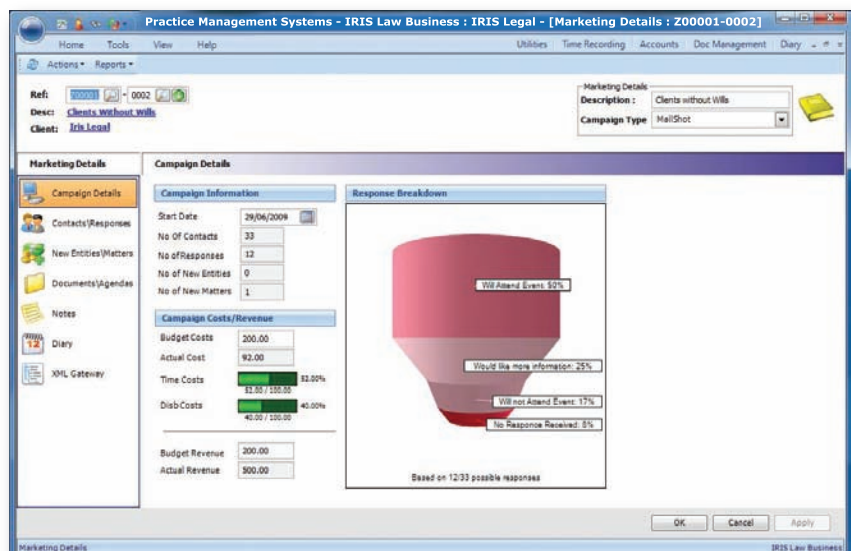
ABOUT IRIS LEGAL SOLUTIONS

With over 5,500 law firms, barrister chambers and coroners jurisdictions, IRIS Legal Solutions is the largest provider of software and services to partnerships in the UK and Ireland.

Our aim is to help our customers improve overall partnership performance, specifically cashflow and profitability by providing modern and easy to use tools to improve efficiency through better workflow, to increase income through better use of data and enhance client service through an integrated approach to practice management.

Designed exclusively for the Legal sector, our software portfolio includes practice and case management (including workflow), electronic forms, customer relationship management (CRM), business intelligence, skills and resource management, document imaging, HR & payroll all underpinned by superior managed and hosted service offerings.

With 30 years of experience and 300 specialist staff dedicated to servicing the needs of our legal customers, we pride ourselves on a tailored approach to customer service, evidenced by 95% annual customer retention, amongst the highest in our industry.

IRIS Legal Solutions is part of IRIS, one of the fastest-growing and now the largest privately owned software and services business in the UK. It has revenues of c£120m p.a. and c1,200 employees servicing over 60,000 UK businesses from a national network of offices. As an organisation, the IRIS values are: customer focus, honesty & integrity, innovation, passion and service excellence.

For further information on IRIS, please visit www.iris.co.uk/legal.

We're entering an entirely new era for legal marketing and business development. It is a period in which innovation will be key, where making a big impact on a modest budget will be vital and flourishing while competitors flounder, the goal.

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