

Legal Service Firm Increases New Case Acquisition by 92% with Sakari Automated SMS Campaigns

COMPANY OVERVIEW

Founded in 1992, James Crawford Law is a full-service litigation firm in Maryland. The business helps individuals navigate state and federal legal systems for family, criminal, civil, personal injury, and business matters of all kinds.

As James Crawford Law continues to grow, it was important for the business to track leads accurately and conduct timely follow-ups. It was also critical for the marketing team to have a reliable texting automation system in place that could effectively sync with their HubSpot CRM.

Ashley Stryker, the Media Director at James Crawford Law, shared how the firm utilized Sakari to improve their lead follow-up strategy, save money, and transform their marketing campaigns using SMS.

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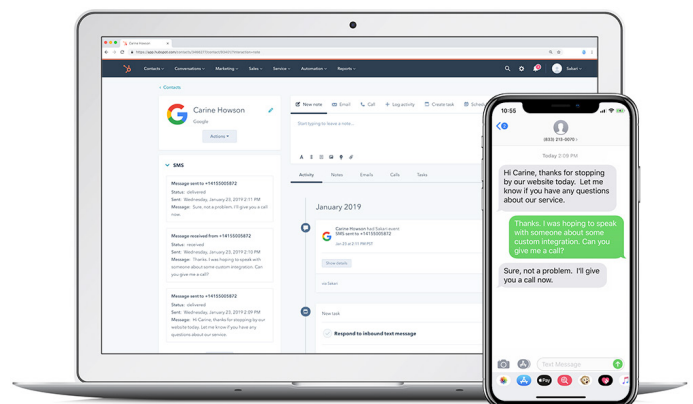
THE CHALLENGE

Prior to implementing Sakari and HubSpot, James Crawford Law was using a contact database specifically for legal service firms. The CRM had a built-in texting application that lacked user-friendliness, along with the capability to deliver SMS automation. For every new text message that the business wanted to send, the marketing team had to manually create a new workflow command, defying the purpose of automation.

Not only was the business experiencing the inability to automate text messaging, but the expense of sending and receiving texts inside this database was also adding up quickly at \$0.05 per text segment.

Another daunting challenge the firm faced was the inability to receive text notifications unless they were directly signed into the application. Essentially, if a lead responded to a sent text message from the business, the marketing and sales teams would not get any timely notifications via email or phone—only if they logged into the desktop app.

“Without real-time communication within this application, hours or days could go by without the team getting notified to follow up with a prospective client’s text message,” said Stryker. “We simply couldn’t afford for leads to fall through the cracks—especially given the pandemic’s impact on our cash flow—so management knew it was time to look for a new texting solution.”



THE SOLUTION

James Crawford Law discovered Sakari through the HubSpot partner page. After seamlessly setting up the integration within just a few minutes, the business was up and running with Sakari.

Currently, the integration with HubSpot is mostly used for automating drip campaigns for potential new clients. Additionally, Sakari helps the firm's billing department send billing requests and reminders to contacts without using any employee's personal cell phone numbers, helping increase overall business security, and internal adoption.

"Sakari's integration with HubSpot means that I can have automated texting campaigns that run on specific triggers, notify my team of responses, and keep all those conversations connected," said Stryker. "In fact, most of our new business consultations are now scheduled through the Sakari app-driven SMS drip campaigns or through the chatbot on our website."

THE RESULTS

Using the Sakari integration, James Crawford Law now has the ability to send two-way text messages directly inside of HubSpot and get notified via email, Sakari mobile app, text, or Slack as soon as a contact texts back—which means no communication gaps and faster follow-up times.

Most importantly, the marketing team can finally let go of manual workarounds and have the flexibility to create custom, automatic SMS drip campaigns based on specific triggers or actions – while still allowing for custom personalization on a case-by-case basis.

The business can also create SMS workflows at the contact-record and deal-record directly inside of HubSpot. Each message's author is automatically notated both within Sakari and HubSpot, so everyone can know who said what, when.

After applying automated SMS campaigns with Sakari – along with implementing a new sales process, starting a new marketing campaign, and rebuilding the website– James Crawford Law increased their monthly close rates by 92% over the previous year.

"I've used Sakari for everything– from sending clients their quote links and scheduling meetings, to helping prospects find our office for in-person consultations," Stryker said.

"In fact, the system is so easy to use, even our most tech-adverse lawyers have used Sakari to send emergency hearing notices to opposing parties – and then used Sakari's delivery logs to prove the message went through!"

The business is also seeing expense-saving benefits. The previous system did not scale with the firm's growth and had no bulk purchase opportunities for mass text messaging, yet the system charged hundreds of dollars a month for both sent and received messages.

With Sakari's affordable pricing plans, James Crawford Law can send more messages effectively.

"Sakari basically halves our previous database [SMS messaging] bills, plus it has so many other benefits. Sakari is worth every penny we spend to send texts—literally!"



“ We’ve upgraded our Sakari account because our entire management team understands how absolutely foundational to our marketing and sales strategy this application is.”

- Ashley Stryker
Media Director

HOW SAKARI CAN HELP

Launched in 2017, Sakari is a business text messaging provider. Its cloud-based software allows for two-way text messaging for sales, marketing, and customer support teams. With Sakari SMS, businesses can send automated and customized reminders, alerts, events, and notifications to both leads and customers quickly- wherever they are. To learn more about Sakari and start a free trial, visit www.sakari.io.

MORE ABOUT JAMES CRAWFORD LAW

James Crawford Law was founded by James E. Crawford, Jr. – Jim – back in 1992 to protect Maryland's most vulnerable against a biased legal system while helping them get their lives back. As their clients' legal needs have grown, the Firm has grown with them to provide the same level of legal expertise and guidance in every aspect of Maryland law. Marylanders can find their legal champion online at JamesCrawfordLaw.com.