

AbacusNext Email Nurture Campaign – February 2021

Legal TOFU: **Need contact to take action to convert to MQL**

Email 1: [Legal technology](#)

Subject line: Demystifying legal technology

Preview text: Keeping digital transformation simple

4 steps to modernizing your firm

You know your destination. Now we've provided the map.

It's fun to think about the benefits of legal practice management software – easy calendaring, accounting, task tracking, and productivity. That's why 72% of legal technology decision makers say their primary driver is “optimizing attorney performance.” But many also say the number of technology options can feel overwhelming – and choosing the right tools is critical.

In that spirit, we're sharing a guide that outlines the 4 steps to choosing the right solution. You'll find out how to allocate your resources to drive the strongest improvements – and do it without complexity.

[Get the map to a more profitable practice.](#)

Legal TOFU: **Need contact to take action to convert to MQL**

Email 2:

Subject line: Why does legal technology feel like a minefield?

Preview text: How to harness digital innovation the right way

Will you choose Door 1, Door 2 or Door 3?

It used to be so simple. When you needed a new piece of technology, you bought it. Now legal practice software can be so tailored to offer the perfect mix of benefits that choosing wisely feels like a make-or-break moment.

Nurturing client relationships. Creating connected experiences. Attracting top talent. Addressing the technology skills gap. New revenue streams. It all sounds great – but it's all so easy to fall into analysis paralysis when evaluating solutions.

We get it. We know that one size doesn't fit all when it comes to practice management software for lawyers, which is why our solutions – Amicus Attorney, Amicus Online, and AbacusLaw — *are* designed for different firm needs. That's why we put together a quiz to help you find the perfect solution for your firm.

[Find the Right Answer for You](#)

Legal MOFU: Need contact to take action to convert to MQL

Email 3: [Legal practice management](#)

Email 3: Convert to MQL

Subject line: What really matters in legal practice management

Preview text: Building a better practice with technology

You passed Legal Tech 101. Now it's time for the advanced class.

Legal tech adoption: it's no longer a question of "if," but "how." The pandemic tested law firms and only tech-friendly practices survived. Firms that tried to continue their paper-based processes struggled badly – and some closed.

So now that we know the future is digital, it's time to ask the real questions. Basic time tracking and collaboration tools are awesome – but how can you use them to attract new clients and grow your firm? How about your staff – is it time to transition some old-school positions into more tech-based roles?

We know these are big questions. [Our new guide to legal tech can help](#) – by evaluating factors like training, security, client management, accounting and more when it comes to adopting the right solution.

And if you're not in the mood for big questions? Just take <solution> for a spin. You'll see exactly how much more powerful your firm can be.

Request a demo. <link>

Legal MOFU: Need contact to take action to convert to MQL

Email 4: [3 essential technologies](#)

Subject line: Do you have the top 3 legal technologies?

Preview text: Try the next generation of legal practice software

Take operational efficiency to a higher level

If your law firm is typical, the last year changed your operations. Maybe you got better at remote collaboration or simplifying day-to-day tasks. Likely you rely on technology today more than ever before. But the right legal tech can take you far beyond the basics – specifically [these 3 types](#).

If you're not using your technology to...

- boost your firm's profitability
- earn new and repeat business, and nurture referrals
- Create case-specific legal workflows and role-based dashboards
- Better manage your account receivables

... then it's time to look at Amicus Attorney, the all-in-one package that takes legal practice management to higher levels of efficiency and profit. Yes, you'll have those crucial 3 tools and much more.

Find out for yourself - [take Amicus Attorney For a Ride](#).

Legal BOFU: Accelerate MQL time to close won opportunity

Email 5a: Smart Content for AbacusLaw product intent): [AbacusLaw review](#)

Subject line: Why they're calling AbacusLaw "A tour de force"

Preview text: Meet the new upgraded AbacusLaw

Survival of the fittest law firms

A lot changed in the world last year. That includes major upgrades to AbacusLaw – and now Attorneys At work has evaluated every new bonus and feature.

And the verdict....? It's a winner. After detailed scrutiny of dashboards, accounting overviews, visual data elements and more, the review concluded that the software is a "tour de force" and essential to helping law firms evolve with the changing industry. As they stated bluntly, "Law

firms that are in arrested development are going to collapse, while those that innovate aggressively will have a future.”

Call it the Darwinism of legal practice software. All we know is that AbacusLaw is designed to help you thrive in the new legal world we’re living in.

[Read the full product review here.](#)

Email 5b: Smart Content for Abacus Cloud product intent): [Amicus Cloud review](#)

Subject line: The next best thing to having your own robot

Preview text: Amicus Cloud’s new AI advantage

Your law firm’s best future is now available.

The AI revolution is here. If you don’t believe us, ask TechnoLawyer. They report that “Artificial Intelligence will have the same impact on law firms this decade that the cloud had last decade” – and they picked Amicus Cloud as the perfect solution.

Their detailed review praised features like our AI-based Auto-Tagging, innovative billing technologies, tight integration with Office 365, and Auto-Summary, which writes a summary of every document. They also explain how these tools will benefit you in our new world where law firms are asked to move faster than ever before.

Sound complicated? Not at all. Amicus Cloud does the heavy lifting on the back end, so your law firm has a simple, streamlined experience.

[Read the full product review here.](#)

Email 5c: [Amicus Attorney review](#) (incl supporting press release)

Subject line: Why do reviewers love Amicus Attorney?

Preview text: “It’s even better now”

Focused on your needs. Designed to achieve your goals.

As the saying goes, good client experiences don't happen by accident. They happen by design. That's why the recent upgrades to Amicus Attorney were carefully based on law firm needs – and now Attorneys At Work has noticed.

Their review evaluated every new bonus and feature, including detailed scrutiny of our new preset customizations, client portal and epayment upgrades, expanded mobile app and our new integration of HotDocs Advance. (Yes, there are a lot of [improvements in this upgrade.](#)) And what did the review conclude? That “the company’s total focus is on meeting client needs.”

It's true that attorneys designed Amicus Attorney deliberately to free attorneys to focus on practicing law – not administration. Now law firms tell us they're able to deepen their client relationships and identify new revenue opportunities in a whole new way.

But don't take our word for it. [Read the full product review here.](#)

Legal BOFU: Accelerate MQL time to close won opportunity

Email 6a: (Smart Content for AbacusLaw product intent): [Case Study – Gerard & Associates](#)

Subject line: Transcending law firm chaos

Preview text: A story of law firm success

“The flexibility we need to meet every-changing challenges.”

New rulings. New rules. New staff. As a busy law firm, Gerard & Associates had to find new ways to handle court deadlines and case management rules as their industry changed. “When one event changed, we'd have to manually change all subsequent events. This led to hours of wasted time looking up rules and errors from frequently having to erase and re-schedule deadlines.”

Then Gerard & Associates found the flexible, all-in-one solution they needed: AbacusLaw. They could easily automate workflows, update matters and handle billing and time tracking. Better yet, they learned how to nurture their client relationships and enable a 360-view of their firm's client interactions.

Today, the firm CEO says, “AbacusLaw has been essential for running my practice for more than 20 years.” Because even as the industry changes, AbacusLaw evolves with it to keep law firms agile and productive.

[Read the full story.](#)

Email 6b: (Smart Content for Amicus Attorney product intent): [Case Study – Amicus Attorney, HotDocs, and APC](#)

Subject line: Turning integration into innovation

Preview text: A story of law firm transformation

“The time savings that we have through integration is tremendous.”

How would integration change your life?

It changed everything for Pearson Butler. Like many law firms, they use legal practice management technology – but unlike many firms, they unlocked their future with a solution that integrated with their other systems. “Amicus Attorney could integrate and do everything we need to do,” they reported, like integrating with HotDocs, Office 365, their customer service database and other systems. The appealing client portal and world-class security didn’t hurt either.

Today Pearson Butler can easily give their clients access to important information, increase workplace efficiencies and be more responsive to their clients. “We’re doing so much more for our clients, what we’re able to bill, and the revenue we’re able to produce,” they say. Sounds life-changing to us.

[Watch the full story.](#)

Email 6c: (Smart Content for Amicus Cloud product intent): [Press Release Amicus Cloud 6.1](#)

Subject line: Did you miss the big news?

Preview text: Try the new Amicus Cloud 6.1

A new era of law firm management

Did you participate in [Legalweek 2021](#)? If not, you might have missed some exciting news – the release of [Amicus Cloud 6.1](#).

I know what you’re thinking. “Another software release, big deal.” But law firms are telling us it **is** a big deal – that the flexible payment schedules have thrilled their clients, while the easier access to case details delight their staff. They’re using Amicus Cloud with APX to increase cash flow and productivity. And the 24/7 cloud-based access is more important than ever as we all continue to work remotely.

Ultimately Amicus Cloud 6.1 is designed by modern attorneys for modern law firms. We know your practice is growing in new ways – developing new capabilities, hiring emerging young

professionals with new expectations, and of course searching for new opportunities. Old technology won't get you there – but the new Amicus Cloud will.

[Read how Amicus Cloud can bring you into that future.](#)

Accounting TOFU: Need contact to take action to convert to MQL

Subject line: Demystifying accounting technology

Preview text: Keeping digital transformation simple

The real secrets to building a better accounting firm.

Fun fact: nearly [one-fifth \(18%\) of accountants](#) were still using paper ledgers in 2017. (We really hope you weren't one of them.) Four years later, many “modern” accounting firms still exist somewhere between paper-driven processes and some tech adoption. Most want to leverage practice management software to attract new clients, bridge the digital generation gap and most of all, future proof their firm.

The problem? Uncertainty about which technology can achieve their goals – and the best way to implement.

That's why we're sharing this [new guide on technology adoption for the modern accounting firm](#). You'll learn how to transform your firm with benefits like:

- Automated workflows and quick, efficient systems
- Revitalized talent attraction and retention
- Secure, digitized data and document management
- Streamlined operations and cost savings

Most importantly, you'll understand which technology investments can drive productivity and growth – and make your day a whole lot easier.

[Find the answers to your accounting tech questions.](#)

Accounting TOFU: Need contact to take action to convert to MQL

Subject line: Navigating the accounting tech minefield

Preview text: Harness digital innovation the right way

Will you choose Door 1, Door 2 or Door 3?

Let's just say it: 2020 was a wild ride. Most accounting firms and CPAs completed a stark learning curve in the pandemic – identifying new ways to collaborate and meet client needs.

If your firm is typical, you also reevaluated your technology path – thinking about how the right tech can streamline efficiencies, reduce costs and help you offer high-value client services.

What's needed: [precise, cost-effective solutions that make it easy to build a better practice.](#)

We get it. We know that one size doesn't fit all when it comes to accounting practice management software for lawyers. And so we put together a quiz to help you find the perfect product for your firm.

Find the Right Solution <link>

Legal MOFU: **Need contact to take action to convert to MQL**

Subject line: Do you have the top 3 accounting technologies?

Preview text: The new breakthrough in time-saving tools

Because modern accountants need modern tools.

If your accounting firm is typical, the past year changed your operations. Maybe you got better at remote collaboration or simplifying day-to-day tasks. Likely you turned to tech more than ever before. But the right tools can take you far beyond the basics – specifically [these 3 types.](#)

If you're not using your technology to...

- Centralize all information
- Integrate billing across all workflows
- Earn new and repeat business, and nurture referrals
- Easily track invoices, projects, payments and time

... then it's time to look at OfficeTools, the all-in-one package that delivers the most powerful automation in the industry. You'll get every feature you need and more – and turn automation and efficiency into simpler days and higher profits.

[Take OfficeTools for a Spin.](#)

Accounting BOFU: Accelerate MQL time to close won opportunity

Subject line: The verdict is in – Reviewers love OfficeTools

Preview text: We got an A on our report card

“A great tool... Extremely easy to use”

Accounting technology: which features matter? It’s a vital question for CPA and tax professionals looking to increase their practice insights, develop their niche and use technology to energize their workforce.

It doesn’t have to be a mystery – especially now that CPA Practice Advisor has evaluated OfficeTools Cloud and OfficeTools WorkSpace, examining the mobile app, client portal, dashboard, time tracking and billing features and much more.

And the verdict is in! They called the solutions “a great tool” and “extremely easy to use.” Just check out the review for a detailed look at how OfficeTools can help you eclipse the competition, boost productivity and attract emerging professionals who expect a digital workplace.

[Read the full product review here.](#)

Accounting BOFU: Accelerate MQL time to close won opportunity

Subject line: A CPA story: COVID-19 and the Cloud

Preview text: How one tool saved a CPA firm

“We wouldn’t have gotten through tax season if it wasn’t for Abacus Private Cloud.”

Every CPA firm gets busy around tax season. But the COVID-19 pandemic unleashed chaos for the accounting industry. Trying to collaborate and connect with clients virtually made everything tough – and many firms floundered.

But not CPA Tax Partners. They'd already migrated to Abacus Private Cloud and they sailed successfully through the pandemic as a result.

Sure, there were other benefits, like increased visibility and smarter capacity planning. The easy integration with Office 364 and QuickBooks Online, and built-in security, compliance and automated backups, also reaped big results.

But the real reason we're sharing their story? Their epic growth. CPA Tax Partners used legal tech to drive exceptional success – and you can too.

[Read the full story.](#)