

# Lead Quality & Intake Optimization

*How marketing and intake work together to turn leads into real cases.*

## Why Lead Quality Is a Shared Responsibility

Marketing brings potential clients to your firm, but intake determines whether those opportunities turn into real cases. When marketing and intake are aligned, lead quality improves, wasted spend decreases, and conversion rates increase. This resource outlines best practices we consistently see across high-performing firms. Small intake adjustments often have a bigger impact on results than major campaign changes.

## Where Lead Leakage Commonly Happens

Many lost opportunities don't disappear because of marketing; they drop off during intake. Common leakage points include delayed responses, missed calls, unclear qualification questions, or inconsistent follow-up. Even a short delay can significantly reduce the likelihood of conversion, especially for urgent legal matters. Identifying these gaps helps us recover opportunities that already exist.

## Intake Best Practices That Improve Conversion

Firms that convert the highest percentage of leads typically:

- Respond quickly to calls and form submissions
- Clearly identify the practice area and urgency early
- Use consistent qualification questions
- Track call outcomes and reasons for disqualification
- Follow up with missed or unqualified leads when appropriate

These habits help ensure marketing dollars translate into booked consultations and retained cases.

## How Your Intake Insights Improve Marketing

Your intake team sees patterns that marketing data can't fully capture. Feedback such as "wrong case type," "out of jurisdiction," or "price shopping" helps us refine targeting, keywords, messaging, and geographic focus. When we understand why leads are being rejected, we can reduce waste and improve overall quality. Intake insight is one of the most valuable optimization tools available.

## How to Share Useful Lead Quality Feedback

The most helpful feedback includes:

- Examples of good vs. poor leads
- Common reasons leads are disqualified
- Trends over time (not one-off cases)
- Notes from intake conversations

Even informal observations help guide smarter optimizations.

## How We Use Lead Quality Feedback

We incorporate intake feedback into campaign refinements, keyword adjustments, messaging updates, landing page improvements, and GEO/SEO targeting decisions. This ensures your marketing evolves to attract more of the cases you want, and fewer of the ones you don't. Lead quality feedback helps us optimize with intention, not guesswork.

## What You Can Expect From Us

On our side, we:

- Monitor lead trends across channels
- Adjust strategy to prioritize higher-value cases
- Reduce spending in underperforming areas
- Align campaigns with intake realities
- Flag patterns that may indicate intake gaps

This collaborative approach helps ensure your program stays efficient and effective.

## Quick Intake Optimization Checklist

You can use this as a simple reference:

- ✓ Calls are answered promptly
- ✓ Voicemail is checked regularly
- ✓ Form submissions are followed up on quickly
- ✓ Intake questions are consistent
- ✓ Feedback is shared with the marketing team
- ✓ Attribution of leads is being tracked

Even checking a few of these consistently can improve results.

## Why This Matters

Optimizing lead quality improves ROI without increasing spend. When marketing and intake operate as a connected system, your firm sees stronger conversion rates, better case fit, and more predictable growth. This resource is designed to help both sides work together more effectively.