

AI TOOLS

FOR LAW FIRM MARKETING



OpusClip

Tool that turns long-form video into multiple pieces of engaging short-form video content



Capcut Pro

User-friendly video editing software that helps your team produce quality, engaging video content



Pictory

Helps you produce engaging video content with minimal effort & turns written content into video in minutes.



ChatGPT-4

Generates written content in seconds: fresh ideas and angles for blogs, social media, newsletters, etc. & allows you to tailor content to different practice areas or client needs.



Claude AI Pro

Assists with content creation, research, and client communication - *with a focus on ethical AI usage.*



Buffer

Schedules your social media content across all platforms & enhances your content's quality with Buffer's new AI Assistant.



Agency Analytics

Generates detailed digital marketing reports so you can track data across all platforms in one place.



RivalFlow AI

Improves your law firm's existing website content to boost SEO rankings & visibility by using an algorithm that compares your content with your competition's.



Squirrly

Helps you optimize your law firm's online content from the beginning - for better search engine visibility.



Perplexity.AI

Streamlines legal research for informed marketing content for all platforms, particularly blogs, articles, & books.

AI TOOLS

FOR LAW FIRM MANAGEMENT & TASK AUTOMATION

1

PROCESSES & PROCEDURES



Waybook.com: Create, track, and test employee onboarding with step-by-step modules and a single source of organizational knowledge.



Scribeshow.com: Automatically generate step-by-step guides for tasks by documenting processes in real-time.

2

INTAKE SCORING & MARKETING



Highlevelmarketing.com: Solve key marketing challenges with website design, SEO, paid search, and more to boost law firm visibility.



Ringsense with Ringcentral.com: Analyze calls with transcripts, summaries, and sentiment scoring to improve intake team performance and results.



Gong.io: Capture and analyze all client interactions across multiple channels for insights to optimize sales and client engagement.

3

HIRING



Wizehire.com: Streamline your hiring with optimized job posts and multi-platform listings to attract top talent efficiently.



Sparkhire.com: Use one-way video interviews to screen multiple candidates simultaneously, speeding up the hiring process.

4

MEDICAL CHRONOLOGIES



Digitalowl.com: Automate medical record reviews, identify key data, and streamline case triage with AI-driven insights.

5

DEMANDS



EveryCase.ai: Automatically generate demand letters tailored to your law firm's style by integrating with your client management system.



Evenuplaw.com: Create AI-generated demand packages and medical chronologies by uploading case files and medical documents.



Precedent.com: Automate demand letter creation with direct insurer connections and AI, streamlining the personal injury case process.

6

INCOMING DOCUMENTS



Foundationai.com: Categorize, route, and extract key data from incoming documents 8x faster with automated workflows and data entry.

7

DISCOVERY



Esquiretek.com: Automate discovery responses with AI that extracts requests and prepares shells, allowing for easy client verification.



Skribe.ai: Capture, analyze, and share legal testimony, generating rough transcripts and video clips instantly from depositions.

8

LITIGATION



Everlaw.com: Process vast document types at high speed, uncover key facts, and detect errors with industry-leading litigation software.