



The Ultimate Case Status Swipe File


50 strategic push notifications and texts through
Case Status to maximize firm growth



Prepared by NOMOS Marketing

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NOMOS | MARKETING

As marketing professionals, we have the opportunity to connect lawyers to their communities powerfully and positively. Everything we do at NOMOS Marketing, whether it's web design, social media, SEO, branding, or PPC, is focused on putting our clients in a better position to serve their communities.

We are always studying how people are shopping for lawyers online, what they look for when making hiring decisions, and what makes them pick up the phone. We consider it a success anytime we can increase exposure to resources and knowledge that help someone in need of legal help connect with one of our lawyer clients.


With everything we do, we keep in mind that this may be someone's first interaction with the justice system and that they may be apprehensive or anxious to meet with a lawyer. We get excited every day coming into our office thinking that something we create for a client can help alleviate those concerns and provide the resources that someone needs to take full control over what can be a very stressful situation.

What Is A Swipe File

A swipe file refers to a collection of various examples, ideas, or resources that are gathered together for reference or inspiration. It is typically used in creative fields such as marketing, advertising, copywriting, and design.

A swipe file can consist of different types of content, including but not limited to: advertisements, copywriting samples, content ideas, email templates, landing pages, and much more.

The term "swipe" in this context refers to utilizing ideas, concepts, or techniques from existing materials with the intention of adapting or incorporating them into new practices. A swipe file serves as a valuable resource for creators and individuals to gather inspiration, learn from successful examples, and adapt proven strategies to their own work.



Why Use This Swipe File

Case Status offers their customers a remarkable advantage by empowering them to amplify their marketing efforts towards current and past clients. This invaluable feature consistently leads to satisfied clients, recurring business, elevated referrals, and outstanding reviews.

Case Status revolutionizes law firm marketing by providing an efficient approach to engage with clients. With this groundbreaking platform, law firms can bypass the cluttered inbox and deliver value-packed messages directly to their clients through text and push notifications. To help your law firm seize the immense marketing potential of Case Status, we have meticulously curated a swipe file. This comprehensive resource empowers you to maximize the platform's capabilities by effortlessly copying and pasting these pre-designed messages into your account, instantly creating new and impactful messaging templates.

Our guide covers a diverse range of message types, ensuring you have the perfect communication for every occasion. From time-triggered messages that are sent at specific intervals to event-triggered messages that respond to specific milestones or actions. Additionally, we provide messaging templates for reminders, ensuring that important deadlines or appointments are never overlooked. Furthermore, our guide includes check-in texts, allowing you to proactively engage with clients and provide them with personalized attention. Finally, we offer progress report texts, enabling you to keep your clients informed about the status and advancements of their cases.

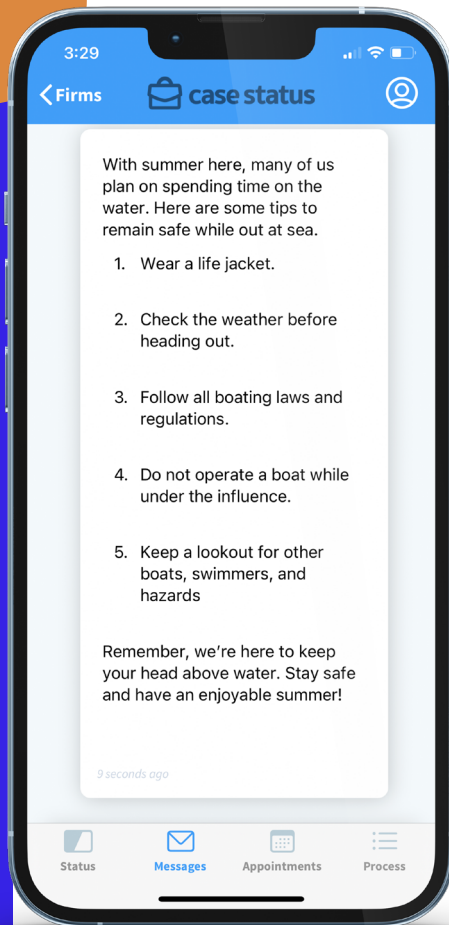
With this comprehensive guide, you can unleash the full potential of Case Status and leverage its powerful marketing capabilities. Enhance client engagement, foster satisfaction, and drive positive outcomes for your law firm by utilizing these expertly crafted messaging templates.

Time-Triggered

Sending holiday, reminders, and tips text messages is highly valuable for personal injury law firms. These messages create a personal connection and show that the firm cares beyond legal matters. By acknowledging special occasions, sending reminders, and sharing tips to stay safe, the law firm creates a sense of warmth and goodwill, strengthening the attorney-client relationship. These messages foster positive sentiment, improve client satisfaction, and reinforce the firm's commitment to exceptional service.

Happy New Year (January)

Happy New Year! As we enter another year, we would like to take a moment to thank you for your continued trust and support. We are honored to serve as your personal injury law firm and help you through difficult times. Let us know how you're doing and if there's anything we can do to help.



Happy Valentine's Day (February)

On this Valentine's Day, we want to express how much we appreciate you as a client. Your trust in us means everything. How are you doing? Don't hesitate to reach out if you need any help.

Spring Forward (March)

With the arrival of spring, we want to remind you to set your clocks forward one hour for Daylight Saving Time. By setting your clock forward, you can ensure that you are driving during daylight hours and have better visibility on the road.

St. Patrick's Day (March)

Happy St. Patrick's Day! We're lucky to have clients like you.





Safe Driving Tips for Summer (May)

As the temperature rises, so does the number of accidents on the road. To remain safe while driving, be sure to follow these tips:

1. Check your car before a long road trip.
2. Refrain from texting and driving.
3. Follow the speed limit.
4. Always wear your seatbelt.

Remember, you can always call on us in the heat of the moment. Stay safe and have an enjoyable summer!

Memorial Day (May)

At [Your law firm name], we are grateful for the sacrifices of our fallen heroes and their families. We also extend our heartfelt gratitude to all the veterans and active service members who continue to protect our country and defend our freedoms.

Boating Safety (June)

With summer here, many of us plan on spending time on the water. Here are some tips to remain safe while out at sea.

1. Wear a life jacket.
2. Check the weather before heading out.
3. Follow all boating laws and regulations.
4. Do not operate a boat while under the influence.
5. Keep a lookout for other boats, swimmers, and hazards

Remember, we're here to keep your head above water. Stay safe and have an enjoyable summer!

Independence Day (July)

At [Your law firm name], we would like to take a moment to reflect on the importance of our freedom and the sacrifices made by those who fought for it. We are grateful for the brave men and women who have served and continue to serve our country to protect our rights and freedoms.

Labor Day (August)

At [Your law firm name], we would like to take a moment to recognize the hard work and dedication of all the workers who have contributed to the prosperity of our country. We are grateful for the sacrifices workers make every day to provide for themselves and their families.

Halloween (October)

Why did the ghost go to the bar? For the boos! Happy Halloween!

Safe Driving Tips for Holidays (November)

As the holidays are very near, it's the most wonderful time of the year! Here are some tips to remain safe on the road.

1. Plan your route in advance and check weather and traffic conditions.
2. Follow traffic laws.
3. Refrain from texting and driving.
4. Do not operate a vehicle while under the influence.
5. Always wear your seatbelt.

Be sure to keep an eye out for any reindeer you may cross on your travels. We wish you a safe and joyous holiday season!

Thanksgiving (November)

Why did the turkey cross the road? To prove he wasn't a chicken! While we're all busy enjoying our meals, let's not forget to express our gratitude for the blessings in our lives. We're thankful for clients like you who trust us with their legal matters. Enjoy your turkey and have a wonderful Thanksgiving!

Happy Holidays (December)

Happy Holidays from _____! As we celebrate this special season, we want to express our gratitude for you as our client. We hope this holiday season brings you joy, peace, and love.

Event-Triggered

Happy Birthday

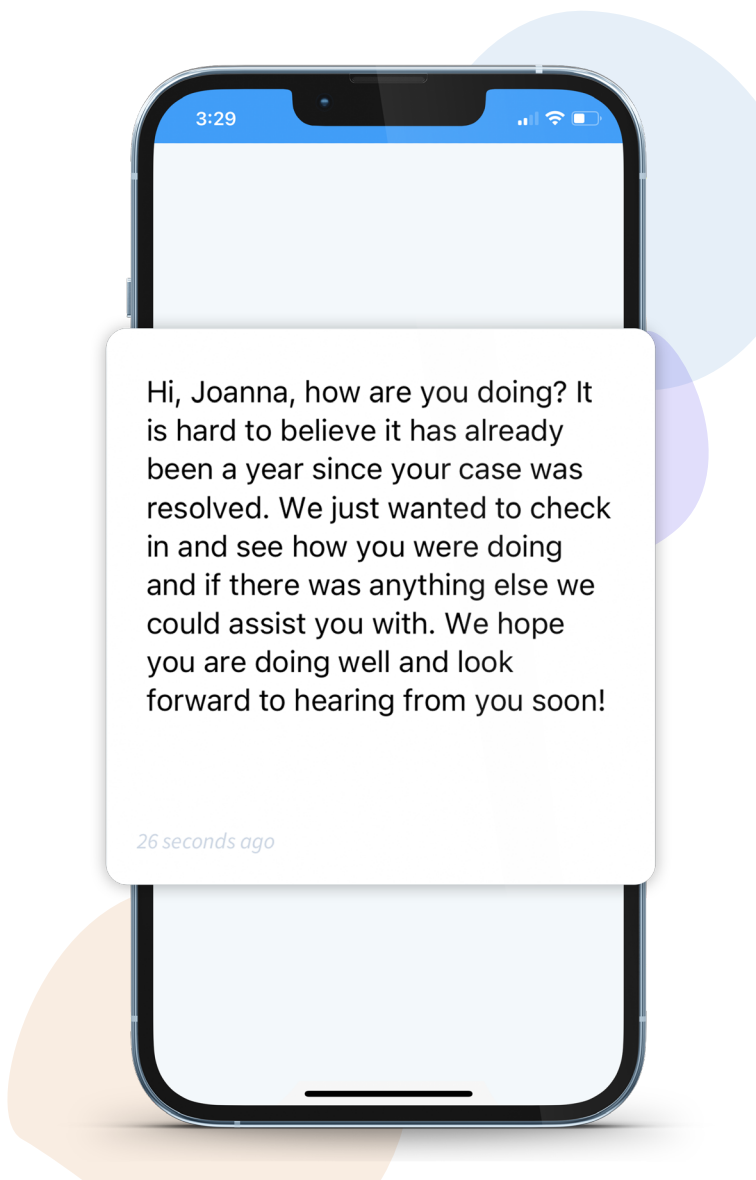
Happy Birthday from your personal injury law firm! We hope your special day is filled with joy, laughter, and all the things that make you happy. As you celebrate another year of life, we want to thank you for being a valued client and for entrusting us with your legal matters. We wish you all the best in the year ahead and look forward to continuing to serve you. Enjoy your day to the fullest!

Anniversary of Settlement

Hi, _____, how are you doing? It is hard to believe it has already been a year since your case was resolved. We just wanted to check in and see how you were doing and if there was anything else we could assist you with. We hope you are doing well and look forward to hearing from you soon!

Anniversary of A/C Relationship

Hi, _____, today marks one year that we have been working together. We just wanted to take a moment to thank you for entrusting us with your case. We look forward to resolving your case in the year ahead!



Reminders

Take an Uber / Choose a Designated Driver

If you're planning on drinking this [weekend or holiday], be sure to take an Uber or choose a designated driver to ensure you make it home safely.

Wear Your Seatbelt

Buckle up! Make sure you and your passengers are properly restrained. A seatbelt is your best protection against injury and death in a highway crash.

Don't Drink and Drive

Remember, drinking and driving is not only dangerous but also illegal. Not only are you risking your life but also the lives of other drivers and pedestrians. Keep yourself and others safe and avoid a DUI.

Don't Text and Drive

Texting and driving is a dangerous and deadly combination. When you take your eyes off the road accidents can happen within a second. Protect yourself and others on the road by putting your phone down. It can wait.

Watch Out For Pedestrians

Accidents can happen within a second. Make sure to keep your head up and watch out for pedestrians. Be mindful to watch out for other vehicles and people while on the road.

Plan Ahead

Before heading out tonight, be sure to make a plan of action for how you will make it home in the event you are under the influence.

Follow the Speed Limit

Be sure to follow the speed limit. Not only do you want to avoid a speeding ticket, but you also want to avoid accidents and possible injuries or death.



Check-In Texts

Check-in text messages are essential for personal injury law firms. They show genuine concern, foster trust, address issues early, and enhance client satisfaction. By maintaining regular communication, law firms build strong relationships and ensure client support throughout the legal process.

Immediately After The Initial Call

Your testimony is crucial. Please take a few moments to jot down any details you remember about the accident.

Importance of Seeking Medical Treatment

Hi, _____, while we continue to work on your case, it's important to seek medical help if you experience any pain or suffering resulting from your recent incident. Please keep us informed of any new developments in your health as it can be essential in building a strong case.

Importance of Following Treatment Plans

Hi, _____, while we continue to work on your case, it's important that you adhere to your treatment plan. Doing so will ensure you are on the right track toward a speedy recovery. If you encounter any problems or complications with your current plan, please seek medical help immediately.

While you wait...

While we continue to work hard and make progress on your case, here's something you may find helpful during this time [insert a link to something regarding the firm]

Client Check-in Pt. 1

Your case is our top priority. Our experienced team is dedicated to seeking justice on your behalf.

Client Check-in Pt. 5

You're still receiving medical help. Is there anything we can do to put your mind at ease during this case? Please let us know.

Client Check-in Pt. 2

We hope you're feeling better after your accident. Our team is here to support you every step of the way.

Client Check-in Pt. 6

It's important to prioritize your recovery. We'll handle the legal complexities while you focus on healing.

Client Check-in Pt. 3

Your well-being matters to us. If you have any concerns or questions, please don't hesitate to reach out.

Client Check-in Pt. 7

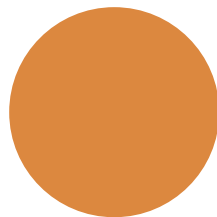
We understand the financial strain caused by your injury. We'll fight to recover maximum compensation for you.

Client Check-in Pt. 4

You're still top of mind. Be sure to review our progress on your case and let us know if you have any questions.

Client Check-in Pt. 8

We understand the emotional toll that a personal injury can take. Our team is here to provide the support you need during this challenging time.



Report To Us

If there have been any recent updates concerning your health following the incident, we kindly request that you inform us. Such information could greatly contribute to strengthening your case.

What To Do During An Active Case

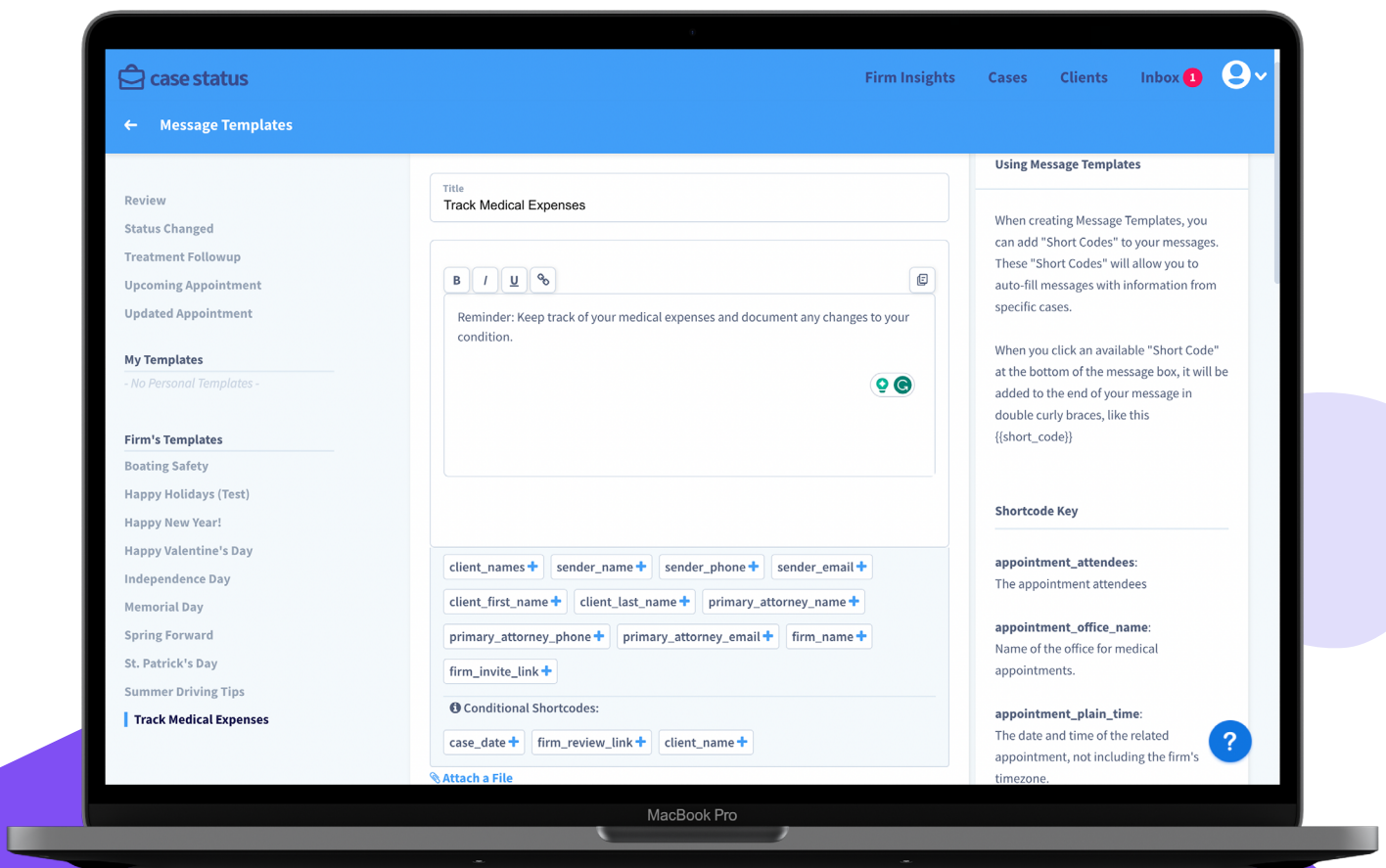
Stay informed: Here are five things you should avoid doing during a personal injury claim. [Insert tips]

Track Medical Expenses

Reminder: Keep track of your medical expenses and document any changes in your condition.

Case Result

In case you missed it: Our legal team recently secured a significant settlement for a similar case.



Progress Report Texts

Sending progress report text messages is important for personal injury law firms. These brief updates keep clients informed conveniently and non-intrusively. It fosters trust, enhances satisfaction, and improves client retention. By demonstrating commitment and proactive communication, law firms can strengthen relationships, receive positive reviews, and attract referrals.

Beginning Your Investigation

We're investigating the incident thoroughly to build a strong case for you. We appreciate your patience.

Maximizing Compensation

We're exploring all available options to maximize your compensation. Rest assured, we won't settle for anything less than you deserve.

Filed A Claim

Important update: We have filed a claim on your behalf. We'll keep you informed of any progress.

Insurance Negotiations

We're preparing for negotiations with the insurance company. Our goal is to ensure you receive fair compensation.

Meeting Confirmation

We've called to schedule a meeting to discuss your case in detail. Please confirm your availability by text or give us a call.

Gathering Evidence

We're working diligently to gather all the necessary documentation to build a compelling case for you.



Reviewing Evidence

Your case update: We're currently reviewing the evidence to strengthen our argument on your behalf.

Court Date Approaching

An important court date is approaching. Our attorneys will be fully prepared to represent you.

Post-Case

Thank you for placing your trust in our firm. We're committed to achieving the best possible outcome for you.

Additional Evidence

Good news! We've obtained additional evidence that strengthens the validity of your claim.

Post-Court/Next Steps

Stay informed: Here are the next steps in the legal process and what you can expect from our firm. [Insert next steps]

Client Satisfaction

Receiving an NPS score of 5 and below

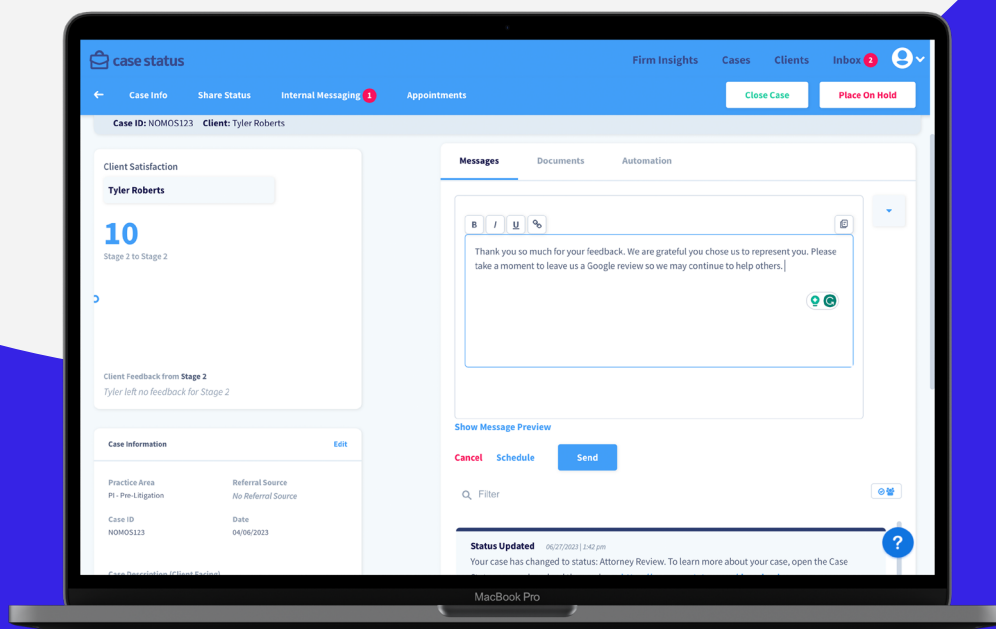
Thank you for your feedback. We are sorry to hear that our representation was unsatisfactory. Please contact us to schedule a meeting to discuss how we may further assist you.

Receiving an NPS score between 6-7

Thank you so much for your feedback. If there is anything we can do to assist you further, please contact us. We're happy to help.

Receiving an NPS score between 8-10

Thank you so much for your feedback. We are grateful you chose us to represent you. Please take a moment to leave us a Google review so we may continue to help others. [Link to Google My Business]





Get Started Today

We understand the demanding nature of law firms and the challenges that come with establishing effective marketing strategies. Recognizing the need for support, we are committed to providing you with valuable ideas and resources to enhance your marketing efforts. However, we also acknowledge that setting up marketing campaigns can be overwhelming and time-consuming.

NOMOS Marketing specializes in implementing targeted text and push notification campaigns designed to engage your clients and significantly boost referrals. By harnessing the combined power of Case Status and NOMOS Marketing, you can effortlessly optimize your marketing initiatives while saving valuable time and resources.

NOMOS Marketing's comprehensive services encompass setting up and managing text and push notification campaigns, ensuring that your messages reach your clients at the right time and resonate with their needs. NOMOS Marketing's proven track record in generating client engagement and fostering referrals will amplify your firm's visibility and reputation in the legal industry.

Whether you seek innovative ideas to enhance your current strategies or require full-fledged assistance in establishing and executing marketing campaigns, our partnership provides the expertise and support you need. Together, we strive to empower your firm to effectively engage clients, nurture relationships, and drive business growth through Case Status.

To learn more about how we can help you fully leverage Case Status's marketing features, you can visit nomosmarketing.com/contact to schedule a marketing consult with our team.