Several Brands Guide Highlights Legal Lead Generation Gap in Law Firm Response Times

The guide breaks down why law firms lose prospective clients before the first call, and how faster, clearer follow-up can close that gap.

WILMINGTON, DE, UNITED STATES, September 30, 2026 /EINPresswire.com/ -- Several Brands, a performance-based digital marketing and legal lead generation company, has published a new guide addressing a persistent challenge for law firms: turning prospective client interest into signed clients. The guide, "The Real Challenges in Legal Lead Generation & How to Overcome Them," outlines common obstacles firms face in legal lead generation and practical ways to address them.

Response speed plays a bigger role in that outcome than many firms realize. A secret-shopper study from Clio's Legal Trends Report, which tested 500 U.S. law firms by email and phone, found that only 33% of firms responded to test emails, down from 40% five years earlier, and only 40% answered the phone at all, leaving 48% of firms essentially unreachable by phone. Among firms that did respond by email, 84% replied within eight hours, but only 18% gave callers clear next steps or cost information.

A widely cited study conducted by Dr. James Oldroyd, a research fellow at MIT's Sloan School of Management, using data from sales technology company InsideSales.com, found that the odds of successfully contacting a new lead drop 100-fold when follow-up takes 30 minutes instead of five, and the odds of qualifying that lead as a genuine prospect fall 21 times over that same window. Several Brands says the same dynamic plays out for law firms: the issue for many isn't a shortage of interested prospects, but how quickly, and how clearly, that interest gets a response.

"A prospective client who reaches out is already halfway convinced," said a Marketing Director at Several Brands. "What happens in the next few minutes often decides whether that person becomes a client or moves on to the next firm on their list."

"Speed only matters if the response is actually clear once someone picks up the phone," said a Marketing Director at Several Brands. "Firms that combine quick follow-up with plain, direct communication are the ones that consistently convert."

Several Brands attributes the gap to two forces: growing competition for new clients across the

legal industry, and rising client acquisition costs. The company notes that firms once reliant on referrals or word of mouth are now competing for attention online, where a slow or unclear response can just as easily lose a prospective client as no response at all.

About Several Brands
Several Brands is a performance-based digital marketing and lead generation company serving legal, B2B, and B2C clients. Learn more at severalbrands.com.

Chad Kal
Several Brands
+1 5855655528
email us here
Visit us on social media:
LinkedIn
Instagram
Facebook

This press release can be viewed online at: https://www.einpresswire.com/article/946315157

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.