



The Art of the Possible:

# Building a Martech Engine for Growth in Legal Services



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# Executive Summary

By 2030, legal marketing will no longer be defined by siloed systems or incremental improvements to efficiency. Instead, firms will operate on a fully integrated martech ecosystem where data, AI, and people work together to drive profitable growth.

This paper explores the evolution of legal martech from efficiency enabler to growth engine. It examines the core building blocks of tomorrow's systems, practical steps firms can take today, and the critical role people continue to play in shaping client relationships.

The opportunity for law firms is clear: to harness technology not simply as a set of tools, but as a strategic framework that unites marketing, business development, and finance around shared growth outcomes.



# The Shift From Efficiency to Growth

For many years, technology in law firms was seen primarily as a support function. Better email campaigns, improved websites, and more advanced CRM systems delivered incremental benefits. These advances saved time but rarely reshaped how firms approached growth.

The next phase is different. Technology is becoming the growth engine of the business. The question is no longer how to use tech to cut administration, but how to use it to identify profitable opportunities, predict client needs, and align resources where they will have the greatest impact.

# Building Blocks of the Future Stack

The legal martech stack of 2030 will look markedly different from today. At its core will sit a unified data system, a single source of truth where client, financial, pursuit, and engagement data are fully connected. Surrounding this is AI as the interpreter, moving beyond reporting to provide forward-looking insight, pattern recognition, and action recommendations.

Every marketing and BD channel will feed into and draw from this system. Social, content, video, events, and pursuits will no longer operate in isolation, but as interconnected components of a wider growth ecosystem. Dashboards will shift from recording the past to prescribing the future, guiding firms on where to invest energy and resources.

Critically, the human role does not disappear. Strategy, creativity, and relationship-building remain the unique strengths of people, supported and enhanced by the intelligence of technology.

# Practical Steps Firms Can Take Today

The path to a future-ready ecosystem starts with clarity. Firms must first define what growth means to them and how technology can enable it. From there, the immediate focus should be on auditing existing systems, identifying overlaps, gaps, and areas of underuse.

With a stronger understanding of the current landscape, firms can design a unified data strategy that connects CRM with financial information and client intelligence. Small-scale AI experiments – such as predictive pursuit scoring or automated content creation – can help demonstrate tangible value and build momentum.

Equally important is cross-functional alignment. Marketing, business development, and finance must move toward shared dashboards, consistent measures, and a common growth agenda. When making investment decisions, firms should focus less on features and more on the impact each tool has on client value and growth outcomes. Change management is also vital. Teams need not only new systems, but also the skills and mindset to adopt them fully. And through all of this, the human contribution should remain central, with technology designed to create space for people to invest in creativity and relationships.

# Looking Ahead

By 2030, legal marketing will not be judged by the number of campaigns delivered or events hosted. It will be judged by its outcomes – profitable work, stronger relationships, and smarter resource allocation.

The firms that thrive will not necessarily be the ones with the largest budgets or the flashiest technology. They will be the ones that take a disciplined approach to creating an ecosystem where data drives insight, AI drives efficiency, and people drive relationships.

**By 2030, legal marketing will not be judged by the number of campaigns delivered or events hosted.**

Appendix:

# Future-Ready Martech Checklist

- Define what profitable growth means for your firm and set a vision for how technology will support it.
- Audit existing tools to identify overlaps, underuse, and integration gaps.
- Develop a unified data strategy that links CRM, client intelligence, and financial insight.
- Run small AI pilots in high-impact areas to demonstrate quick wins.
- Align marketing, BD, and finance around shared dashboards and common measures.
- Prioritise technology investments based on impact and growth outcomes, not features.
- Support adoption with change management and training to build confidence and capability.
- Keep human strengths – creativity, relationships, and strategy – at the centre of growth.
- Map a phased roadmap balancing immediate wins with long-term transformation.





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