2024 *Legal Marketing Tech Stack Blueprint*

RubyLaw® **&** **LEGALMARKETINGASSOCIATION LMA**® **THE AUTHORITY FOR LEGAL MARKETING**

INSIGHTS RELEASE NO. 1 OF THE 2024 LEGAL MARKETING TECHNOLOGY ECOSYSTEM STUDY

RubyLaw®

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LEGALMARKETING**ASSOCIATION**
LMA®
THE AUTHORITY FOR LEGAL MARKETING

LEGAL MARKETING TECH STACK BLUEPRINT
SECTOR-WIDE STACK

Categories

This stack represents the cumulative responses by all participants in the 2024 Legal Marketing Technology Ecosystem Study, regardless of firm size (i.e., "sector-wide").

Bold font denotes a product with 20% or greater prevalence within the category, based on responses to the 2024 Legal Marketing Technology Ecosystem survey.

The solutions listed reflect a minimum of 4% prevalence within the respective category.

In the event that a category is blank, no solution received enough votes (4%) to register.

Red font designates a RubyLaw solution.

Advertising & Promotion

Information	Syndicated Content	Press Releases	Advertising Content	Business Development	Proposal & Document Generation
Systems	Content Syndication	Public Relations	Search & Social Advertising	Sales Enablement	Proposal & Document Generation

Content Syndication
- **JD Supra**
- Lexology
- Mondaq

Public Relations
- Cision
- Foundation
- Meltwater
- Newswire

Search & Social Advertising
- Facebook
- Google Ads
- **LinkedIn**

Sales Enablement
- ContactEase
- HubSpot
- Intapp
- **InterAction+**
- legal360
- Salesforce

Proposal & Document Generation
- Foundation
- *RubyLaw Proposals*

Sales

(Business Development, Proposal & Document Generation — see above)

Content & Experience

Information	Website, Blog, & Branded Multimedia Content	Newsletters & Client Alerts	Targeted Sales & Marketing Emails	Insights on Accessibility, Integrity & Performance	Search Control & Precision	AI, Chatbots & Live Updates
Systems	Content Management Systems (CMS)	Email Marketing	Marketing Automation	Accessibility, Compliance & Optimization	Search Engine Optimization (SEO)	Digital Engagement

Content Management Systems (CMS)
- *RubyLaw Content*
- Saturno Webback
- Sitecore
- **WordPress**

Email Marketing
- Concep
- Constant Contact
- HubSpot
- Mailchimp
- **Vuture**

Accessibility, Compliance & Optimization
- Google Optimize
- *RubyLaw Integrity*
- **Siteimprove**

Search Engine Optimization (SEO)
- **Google Search Console**
- *RubyLaw Content*
- Semrush
- Yoast

Digital Engagement
- Lexology
- ChatGPT

Social & Relationships

Access to Former Employees/ Future Prospects	Insights on Relationships	Insights on Value Creation	Events, Webinar Invitations & Programming	Twitter (X), Facebook & LinkedIn Posts
Alumni Portal	Customer Relationship Management (CRM)	Enterprise Relationship Management (ERM)	Events & Webinars	Social Media Publishing

Alumni Portal
- **LinkedIn**
- Vuture

Customer Relationship Management (CRM)
- ContactEase
- Intapp DealCloud
- **InterAction+**

Enterprise Relationship Management (ERM)
- Intapp DealCloud
- InterAction+

Events & Webinars
- Concep
- Cvent
- Eventbrite
- GoTo Webinar
- ON24
- Vuture
- Webex
- **Zoom**

Social Media Publishing
- Clearview Social
- Hootsuite
- HubSpot
- JD Supra
- Passle
- Sprout Social

Data

Market & Category Insights	Metrics, Performance & Visualizations	Firm Experience Management	Contact-Level Insights
Competitive Intelligence	Analytics & Dashboards	Experience Management Systems (EMS)	Data Enrichment

Competitive Intelligence
- Hoovers
- **JD Supra**
- Law.com
- Legal Compass
- Leopard Solutions
- Lex Machina
- Lexology
- Manzama
- Mergermarket
- Monitor Suite
- **PitchBook**
- S&P Capital IQ
- *The Deal Pipeline*
- *Westlaw Litigation Analytics*

Analytics & Dashboards
- **Google Analytics**
- Google Data Studio
- Lexology
- **Power BI**
- *RubyLaw Analytics*
- Tableau

Experience Management Systems (EMS)
- **Foundation**
- Intapp DealCloud
- Pitchly
- *RubyLaw Experience*

Data Enrichment
- LinkedIn Sales Navigator

Management

Recruiting Initiatives & Insights	Team Management
Talent Management	Collaboration

Talent Management
- **LinkedIn**
- viRecruit
- Workday

Collaboration
- Cisco Jabber
- **Microsoft Teams**
- Slack
- Webex
- **Zoom**

Check out RubyLaw.com to access complimentary legal marketing technology resources!

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LEGAL MARKETING TECH STACK BLUEPRINT
FIRMS WITH REVENUES UP TO $100 MILLION

Categories

This stack represents responses to the 2024 Legal Marketing Technology Ecosystem Study from firms with revenues up to $100 million.

Bold font denotes a product with 20% or greater prevalence within the category, based on responses to the 2024 Legal Marketing Technology Ecosystem survey.

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Advertising & Promotion

	Information	Systems	Solutions
	Syndicated Content	Content Syndication	• **JD Supra** • Lexology • **Mondaq** • National Law Review
	Press Releases	Public Relations	• Cision • Meltwater • Newswire
	Advertising Content	Search & Social Advertising	• Facebook • Google Ads • **LinkedIn**

Sales

Information	Systems	Solutions
Business Development	Sales Enablement	• ContactEase • HubSpot • Intapp • InterAction+
Proposal & Document Generation	Proposal & Document Generation	• ikaun • *RubyLaw Proposals*

Content & Experience

Information	Systems	Solutions
Website, Blog, & Branded Multimedia Content	Content Management Systems (CMS)	• Kentico • *RubyLaw Content* • Saturno Webback • **WordPress**
Newsletters & Client Alerts	Email Marketing	• Concep • **Constant Contact** • **HubSpot** • Mailchimp • **Vuture**
Targeted Sales & Marketing Emails	Marketing Automation	
Insights on Accessibility, Integrity & Performance	Accessibility, Compliance & Optimization	• accessiBe • Google Optimize • *RubyLaw Integrity* • Siteimprove
Search Control & Precision	Search Engine Optimization (SEO)	• Ahrefs • **Google Search Console** • *RubyLaw Content* • Semrush • **Yoast**
AI, Chatbots & Live Updates	Digital Engagement	• ChatGPT • HubSpot

Social & Relationships

Information	Systems	Solutions
Access to Former Employees/ Future Prospects	Alumni Portal	• LinkedIn
Insights on Relationships	Customer Relationship Management (CRM)	• ContactEase • HubSpot • Intapp DealCloud • Lawmatics • InterAction+
Insights on Value Creation	Enterprise Relationship Management (ERM)	• Intapp DealCloud • InterAction+
Events, Webinar Invitations & Programming	Events & Webinars	• Concep • Eventbrite • Vuture • Webex • **Zoom**
Twitter (X), Facebook & LinkedIn Posts	Social Media Publishing	• Clearview Social • **Hootsuite** • HubSpot • JD Supra • Passle

Data

Information	Systems	Solutions
Market & Category Insights	Competitive Intelligence	• Hoovers • JD Supra • Law.com • Leopard Solutions • Lex Machina • Lexology • Manzama • Monitor Suite • PitchBook • Westlaw Litigation Analytics
Metrics, Performance & Visualizations	Analytics & Dashboards	• **Google Analytics** • Google Data Studio • INform54 • Power BI • *RubyLaw Analytics* • Siteimprove
Firm Experience Management	Experience Management Systems (EMS)	• ikaun • Intapp DealCloud
Contact-Level Insights	Data Enrichment	

Management

Information	Systems	Solutions
Recruiting Initiatives & Insights	Talent Management	• **LinkedIn** • viRecruit
Team Management	Collaboration	• Cisco Jabber • Google Meet • **Microsoft Teams** • Slack • **Zoom**

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LEGAL MARKETING TECH STACK BLUEPRINT
FIRMS WITH REVENUES BETWEEN $100 MILLION-$500 MILLION

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Categories	Advertising & Promotion			Sales		Content & Experience					
Information	Syndicated Content	Press Releases	Advertising Content	Business Development	Proposal & Document Generation	Website, Blog, & Branded Multimedia Content	Newsletters & Client Alerts	Targeted Sales & Marketing Emails	Insights on Accessibility, Integrity & Performance	Search Control & Precision	AI, Chatbots & Live Updates
Systems	Content Syndication	Public Relations	Search & Social Advertising	Sales Enablement	Proposal & Document Generation	Content Management Systems (CMS)	Email Marketing	Marketing Automation	Accessibility, Compliance & Optimization	Search Engine Optimization (SEO)	Digital Engagement

This stack represents responses to the 2024 Legal Marketing Technology Ecosystem Study from firms with revenues of $100 million-$500 million.

Bold font denotes a product with 20% or greater prevalence within the category, based on responses to the 2024 Legal Marketing Technology Ecosystem survey.

The solutions listed reflect a minimum of 4% prevalence within the respective category.

Red font designates a RubyLaw solution.

Advertising & Promotion / Sales / Content & Experience — Systems products:

- **Content Syndication:**
  - **JD Supra**
  - **Lexology**
  - **Mondaq**
- **Public Relations:**
  - Cision
  - Meltwater
- **Search & Social Advertising:**
  - Facebook
  - Google Ads
  - **LinkedIn**
- **Sales Enablement:**
  - ContactEase
  - GrowthPlay
  - HubSpot
  - Intapp
  - InterAction+
  - legal360
  - PipelinePlus
  - Salesforce
- **Proposal & Document Generation:**
  - Foundation
  - ikaun
  - Pitchly
  - *RubyLaw Proposals*
- **Content Management Systems (CMS):**
  - Firmseek
  - *RubyLaw Content*
  - Saturno Webback
  - Sitecore
  - **WordPress**
- **Email Marketing:**
  - **Constant Contact**
  - HubSpot
  - Mailchimp
  - **Vuture**
- **Marketing Automation:**
  - Zapier
- **Accessibility, Compliance & Optimization:**
  - Google Optimize
  - Monsido
  - *RubyLaw Integrity*
  - Siteimprove
- **Search Engine Optimization (SEO):**
  - **Google Search Console**
  - **HubSpot**
  - *RubyLaw Content*
  - Semrush
  - Yoast
- **Digital Engagement:**
  - ChatGPT
  - HubSpot
  - Zendesk

Social & Relationships					Data				Management	
Access to Former Employees/ Future Prospects	Insights on Relationships	Insights on Value Creation	Events, Webinar Invitations & Programming	Twitter (X), Facebook & LinkedIn Posts	Market & Category Insights	Metrics, Performance & Visualizations	Firm Experience Management	Contact-Level Insights	Recruiting Initiatives & Insights	Team Management
Alumni Portal	Customer Relationship Management (CRM)	Enterprise Relationship Management (ERM)	Events & Webinars	Social Media Publishing	Competitive Intelligence	Analytics & Dashboards	Experience Management Systems (EMS)	Data Enrichment	Talent Management	Collaboration

Social & Relationships / Data / Management — Systems products:

- **Alumni Portal:**
  - **LinkedIn**
- **Customer Relationship Management (CRM):**
  - ContactEase
  - Intapp DealCloud
  - **InterAction+**
  - Microsoft Dynamics
- **Enterprise Relationship Management (ERM):**
  - Intapp DealCloud
  - InterAction+
- **Events & Webinars:**
  - Concep
  - Cvent
  - Eventbrite
  - GoTo Webinar
  - ON24
  - Vuture
  - Webex
  - **Zoom**
- **Social Media Publishing:**
  - Clearview Social
  - Hootsuite
  - HubSpot
  - JD Supra
  - Passle
  - **Sprout Social**
- **Competitive Intelligence:**
  - Hoovers
  - **JD Supra**
  - Law.com
  - Legal Compass
  - Leopard Solutions
  - Lex Machina
  - Lexology
  - Manzama
  - Monitor Suite
  - PitchBook
  - S&P Capital IQ
  - Statista
- **Analytics & Dashboards:**
  - Google Data Studio
  - Lexology
  - **Power BI**
  - *RubyLaw Analytics*
  - Westlaw Litigation Analytics
- **Experience Management Systems (EMS):**
  - Content Pilot Deals & Cases
  - Foundation
  - ikaun
  - Intapp DealCloud
  - Pitchly
  - *RubyLaw Experience*
- **Data Enrichment:**
  - LinkedIn Sales Navigator
- **Talent Management:**
  - LawCruit
  - **LinkedIn**
  - UKG
  - UltiPro
  - viRecruit
  - Workday
- **Collaboration:**
  - Cisco Jabber
  - **Microsoft Teams**
  - Webex
  - **Zoom**

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LEGAL MARKETING TECH STACK BLUEPRINT
FIRMS WITH REVENUES OF $500 MILLION AND UP

Categories	Advertising & Promotion			Sales		Content & Experience					
Information	Syndicated Content	Press Releases	Advertising Content	Business Development	Proposal & Document Generation	Website, Blog, & Branded Multimedia Content	Newsletters & Client Alerts	Targeted Sales & Marketing Emails	Insights on Accessibility, Integrity & Performance	Search Control & Precision	AI, Chatbots & Live Updates
Systems	Content Syndication	Public Relations	Search & Social Advertising	Sales Enablement	Proposal & Document Generation	Content Management Systems (CMS)	Email Marketing	Marketing Automation	Accessibility, Compliance & Optimization	Search Engine Optimization (SEO)	Digital Engagement

This stack represents responses to the 2024 Legal Marketing Technology Ecosystem Study from firms with revenues of $500 million and up.

Bold font denotes a product with 20% or greater prevalence within the category, based on responses to the 2024 Legal Marketing Technology Ecosystem survey.

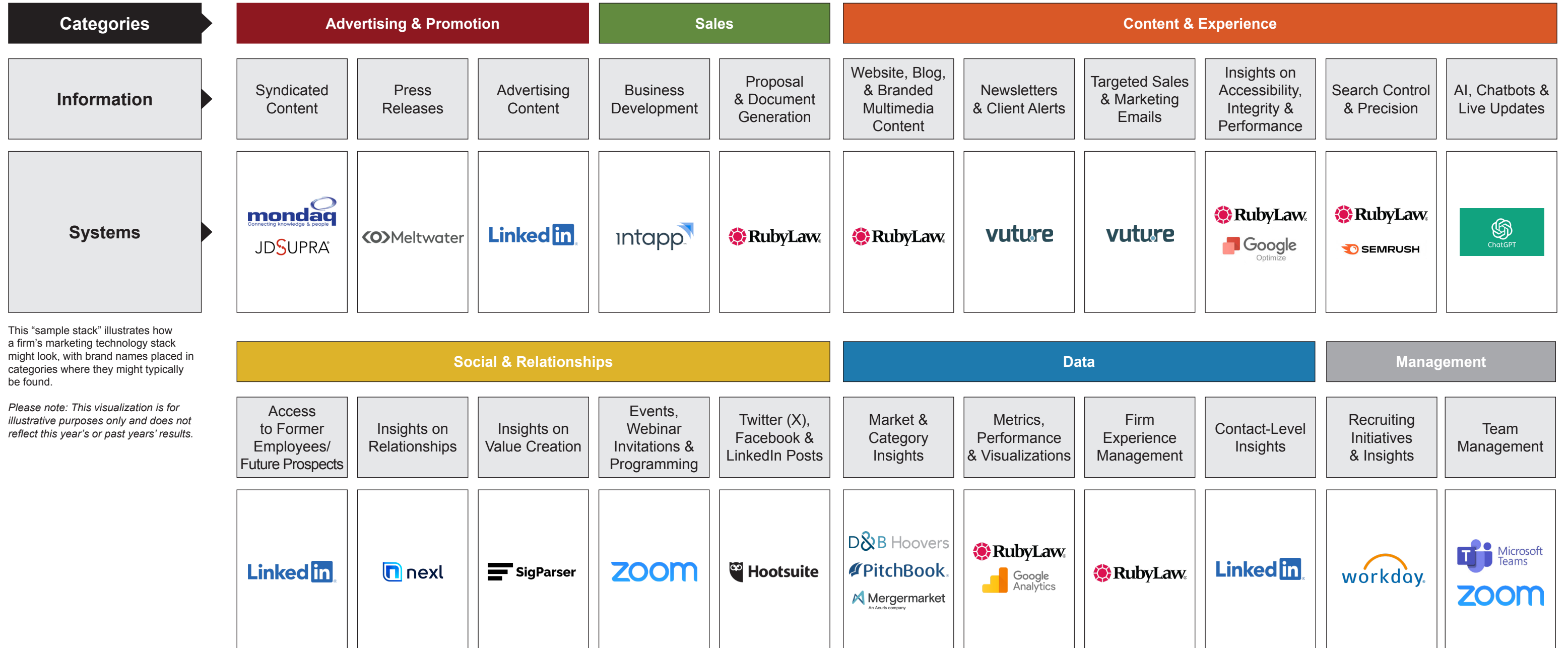The solutions listed reflect a minimum of 4% prevalence within the respective category.

In the event that a category is blank, no solution received enough votes (4%) to register.

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Content Syndication
- **JD Supra**
- **Lexology**
- **Mondaq**

Public Relations
- **Cision**
- Foundation
- LexTrack
- Meltwater
- Newswire

Search & Social Advertising
- Facebook
- **Google Ads**
- **LinkedIn**

Sales Enablement
- ContactEase
- GrowthPlay
- HubSpot
- **Intapp**
- **InterAction+**
- Salesforce

Proposal & Document Generation
- BigHand
- Content Pilot
- **Foundation**
- QorusDocs
- *RubyLaw Proposals*

Content Management Systems (CMS)
- Darwin
- HighQ
- *RubyLaw Content*
- **Sitecore**
- **WordPress**

Email Marketing
- Concep
- HubSpot
- Tikit
- **Vuture**

Accessibility, Compliance & Optimization
- Google Optimize
- *RubyLaw Integrity*
- **Siteimprove**

Search Engine Optimization (SEO)
- BrightEdge
- Conductor
- **Google Search Console**
- Moz
- *RubyLaw Content*
- Semrush

Digital Engagement
- ChatGPT
- Lexology

	Social & Relationships					Data				Management	
	Access to Former Employees/ Future Prospects	Insights on Relationships	Insights on Value Creation	Events, Webinar Invitations & Programming	Twitter (X), Facebook & LinkedIn Posts	Market & Category Insights	Metrics, Performance & Visualizations	Firm Experience Management	Contact-Level Insights	Recruiting Initiatives & Insights	Team Management
	Alumni Portal	Customer Relationship Management (CRM)	Enterprise Relationship Management (ERM)	Events & Webinars	Social Media Publishing	Competitive Intelligence	Analytics & Dashboards	Experience Management Systems (EMS)	Data Enrichment	Talent Management	Collaboration

Alumni Portal
- **LinkedIn**
- PeoplePath
- Vuture
- WordPress

Customer Relationship Management (CRM)
- Intapp DealCloud
- **InterAction+**

Enterprise Relationship Management (ERM)
- Client Sense
- ContactNet
- Intapp DealCloud
- **InterAction+**
- Nexl ERM

Events & Webinars
- Concep
- **Cvent**
- Eventbrite
- GoTo Webinar
- **ON24**
- **Vuture**
- Webex
- **Zoom**

Social Media Publishing
- Agorapulse
- Clearview Social
- Hootsuite
- JD Supra
- Passle
- **Sprout Social**

Competitive Intelligence
- **Hoovers**
- IBISWorld
- **JD Supra**
- **Law.com**
- Legal Compass
- Leopard Solutions
- Lex Machina
- **Lexology**
- Manzama
- **Mergermarket**
- **Monitor Suite**
- **PitchBook**
- **S&P Capital IQ**
- The Deal Pipeline
- Thomson ONE
- **Westlaw Litigation Analytics**

Analytics & Dashboards
- Crazy Egg
- **Google Analytics**
- Google Data Studio
- Lexology
- **Power BI**
- *RubyLaw Analytics*
- Siteimprove
- Tableau

Experience Management Systems (EMS)
- Content Pilot Deals & Cases
- **Foundation**
- Pitchly
- *RubyLaw Experience*

Data Enrichment
- LinkedIn Sales Navigator
- ZoomInfo

Talent Management
- **LinkedIn**
- **viRecruit**
- **Workday**

Collaboration
- Cisco Jabber
- **Microsoft Teams**
- Slack
- Smartsheet
- Webex
- **Zoom**

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LEGAL MARKETING TECH STACK BLUEPRINT
SAMPLE STACK

Categories	Advertising & Promotion			Sales		Content & Experience					
Information	Syndicated Content	Press Releases	Advertising Content	Business Development	Proposal & Document Generation	Website, Blog, & Branded Multimedia Content	Newsletters & Client Alerts	Targeted Sales & Marketing Emails	Insights on Accessibility, Integrity & Performance	Search Control & Precision	AI, Chatbots & Live Updates
Systems	mondaq / JD SUPRA	Meltwater	LinkedIn	intapp	RubyLaw	RubyLaw	vuture	vuture	RubyLaw / Google Optimize	RubyLaw / SEMRUSH	ChatGPT

This "sample stack" illustrates how a firm's marketing technology stack might look, with brand names placed in categories where they might typically be found.

Please note: This visualization is for illustrative purposes only and does not reflect this year's or past years' results.

	Social & Relationships					Data				Management	
Information	Access to Former Employees/ Future Prospects	Insights on Relationships	Insights on Value Creation	Events, Webinar Invitations & Programming	Twitter (X), Facebook & LinkedIn Posts	Market & Category Insights	Metrics, Performance & Visualizations	Firm Experience Management	Contact-Level Insights	Recruiting Initiatives & Insights	Team Management
Systems	LinkedIn	nexl	SigParser	ZOOM	Hootsuite	D&B Hoovers / PitchBook / Mergermarket (An Acuris company)	RubyLaw / Google Analytics	RubyLaw	LinkedIn	workday	Microsoft Teams / ZOOM

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LEGAL MARKETING TECH STACK BLUEPRINT

Categories	Advertising & Promotion			Sales		Content & Experience					
Information	Syndicated Content	Press Releases	Advertising Content	Business Development	Proposal & Document Generation	Website, Blog, & Branded Multimedia Content	Newsletters & Client Alerts	Targeted Sales & Marketing Emails	Insights on Accessibility, Integrity & Performance	Search Control & Precision	AI, Chatbots & Live Updates
Systems											

Please feel free to utilize this blank form to map your firm's stack.

Alternatively, you may complete a brief questionnaire, and we will provide a complimentary version of your firm's stack based on your responses to the questions.

Please contact us at info@rubylaw.com with any questions.

Social & Relationships					Data				Management	
Access to Former Employees/ Future Prospects	Insights on Relationships	Insights on Value Creation	Events, Webinar Invitations & Programming	Twitter (X), Facebook & LinkedIn Posts	Market & Category Insights	Metrics, Performance & Visualizations	Firm Experience Management	Contact-Level Insights	Recruiting Initiatives & Insights	Team Management

RubyLaw is a **Content Lifecycle Management (CLM)** platform that powers websites, manages experience data, curates and automates marketing documents in native formats, and ensures the integrity of digital content for law firms at all levels of technological maturity.

More firms are switching to RubyLaw than ever before, taking advantage of its modern React-based tech stack, open REST-based API, and robust, scalable architecture. RubyLaw's modular composition makes it ideal for firms that require a secure yet flexible solution to manage increasing digital content volumes and workflow complexities, regardless of whether marketing teams are collocated, distributed, or working in different languages.

With RubyLaw, firms can offer prospects and clients multiple measurable marketing touchpoints while maintaining brand consistency, team productivity, and a single source of truth. To learn more about RubyLaw, visit RubyLaw.com or contact info@rubylaw.com.

You can also visit RubyLawStack.com to access complimentary legal marketing technology resources, including research papers, webinars, and past versions of the RubyLaw Legal Marketing Technology Stack Blueprint.