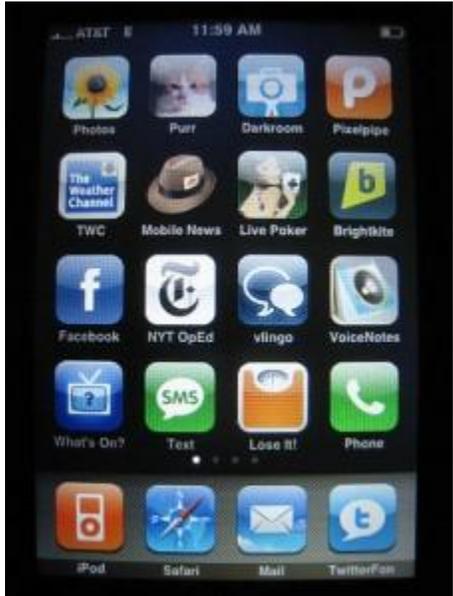




Want to Stay in Touch with Clients? There's an App for that!

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • February 21, 2011 • [Printer-friendly](#)



Law Firms Enter the iPhone App Arena

There are exactly 319,372 iPhone applications available for download at the Apple App Store. Is your firm's app one of them?

As business goes, and much of the world in general, it seems everyone has an application these days, or least has one in development. But a law firm, you ask?

You bet. In fact, they're a "must have" for many firms. Just two taps and a potential client can call you, e-mail you, visit your Website, or simply find out more about your firm.

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Tom O'Leary at the [Attorney Marketing Blog](#) recently profiled some successful [iPhone Apps for Law Firms](#) including - [Law Offices of Aaron J. Stewart](#).

Is cost a concern?

Sure - especially for small firms and solo attorneys. BUT, firms can partner with companies like [Biznessapps](#), which doesn't charge a setup fee, and gives law firms control over the creation, editing and management of their very own iPhone app. And, once the custom-made application is submitted to the Apple App Store, Bizness Apps teams can regularly update the app and make improvements for just \$39/month.

For the value and ease of contact apps give law firms, you just can't beat it.

Everyone lives mobile now - so it's probably time that most law firms do too.

O'Leary said it best at the end of his blog post, writing:

"How many potential clients will be using mobile devices – exclusively – to search for law firms or legal related information in 5 years? The number will be staggering."

Think about it.

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