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Law Firms Need To Market Their Knowledge And Use Of AI

It's not a matter of whether law firms will need to market their knowledge and use of AI (artificial intelligence), it's a matter of when.

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Apr 12, 2017 at 5:01 PM

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It's not a matter of whether law firms will need to market their knowledge and use of AI (artificial intelligence), it's a matter of when. The smart law firms are going to start now.

I walked out of last week's [Legal Marketing Association Annual Meeting \(LMA\)](#) seeing the single biggest marketing opportunity for law firms as demonstrating a keen knowledge of AI and how AI is going to change the delivery of legal services.

I've been to LMA meetings for almost twenty years and have never even heard AI mentioned before. AI and machine learning may have been discussed in relation to e-discovery, but this year there were multiple sessions with legal technology and software presenting on AI.

solely by the hour.

Businesses and consumers are not going to tolerate law firms charging for hours spent on tasks and projects which can be automated by software and AI.

The age of AI may not fully be upon law firms, but the consensus at LMA was close to what [Richard Susskind](#), author, speaker and advisor on the future of legal services, had to say at this year's [British Legal Technology Forum](#):

“ People are probably over-estimating what AI can do in the near term, but unfortunately [they] are underestimating what its impact is going to be long term in the industry.

AI is close enough along though that [Mark Greene](#), a 30-year veteran in the development and deployment of business and marketing strategies, warned new associates that they should become knowledgeable on new tools and AI so as to remain valuable to the firm. Going the traditional partner track is much riskier, per Greene.

Former big law attorney, now Professor of law and Director of [LegalRND](#) at Michigan State University, [Daniel Linna](#) commented [on Facebook](#) about the growing efficiencies that software and tools are already bringing to the law, saying it's a mistake to ignore expert systems (or some might call them bots—think Turbo Tax for law).

“ The legal industry across the board could significantly increase productivity (double?) and also quality with better knowledge management and expert systems. Look at what [Illinois Legal Aid Online](#) and [Michigan Help Online](#) can do with expert systems and document automation.

Many law firms are building expert systems, like [Foley FCPA](#), Akerman data breach navigator, Denton's for European financial regulations, NetApp & ThinkSmart NDA automation. Lots of low hanging fruit.

even in the same firm, do the same task 10 different ways?

One way for law firms to market their knowledge of AI is to use AI — or at least tools and software approaching AI.

In addition to the firms mentioned by Linna, Seyfarth Shaw, in connection with subsidiary SeyfarthLean Consulting, [announced](#) in February an agreement with [Blue Prism](#) to deploy robotic process automation (RPA) software to the firm, marking the first adoption of Blue Prism's technology for the legal industry.

Blue Prism's software robots are implemented as digital labor to eliminate low-return, high-risk, administrative and processing work to improve organizational efficiency and effectiveness while reducing operating costs.

Seyfarth's chair emeritus [Stephen Poor](#) sends a message we're going to hear the likes of more frequently.

“ We're excited about the opportunity this creates to free our lawyers from some of the more mundane legal tasks so they can focus on helping our clients solve their most complex business issues. In testing various use cases, we've already seen how Blue Prism's RPA software can help us create exponential gains in productivity, and we've only begun to scratch the surface of possibilities.

CARA, an automated research assistant from [Casetext](#), uses AI and natural-language technologies to automate legal research tasks, allowing firms to spend time on higher-value, billable work—and not miss key precedents or decisions.

Quinn Emanuel quickly [got the word out](#), as part of Casetext's recent funding announcement, that they're on board with Cara. From partner [David Eiseman](#):

CARA is an invaluable, innovative research tool. We can upload a brief and within seconds receive additional case law suggestions and relevant information on how cases

“Important for law firms to understand,” per Greene “is that they’ll not be driving this change in legal services and business models with regard to AI, their clients will. The best thing firms can do is to be informed.”

Being informed is not enough. Lawyers and law firms will need to demonstrate that they are informed and have a working knowledge of AI.

Sure, writing and speaking about AI in the traditional fashion, is a start. But networking through the Internet via blogging and social media offers lawyers so much more – the ability to become a leader in the area.

Listen to the influential sources and key subjects (including terms, companies and products) on AI via Feedly. Share what you’re reading via Twitter, engage the sources and what they’re saying in your blog.

Doing so will get you cited by the influencers, demonstrate you’re keeping abreast of developments in AI and build an enviable network of those in the know on AI.

Doing a quick look around, I did not see lawyers out blogging on AI in a way that separates them from the pack. The opportunity is still there.

AI may even be the perfect place for law students and associates to start doing some online networking and blogging. Look at what Greene had to say about demonstrating your value – knowledge of AI.

Hey, I am am far from an expert when it comes to AI. But I do see a big marketing opportunity here for law firms.

If law firms have jumped on cannabis, food safety, and consumer finance regulations to make a name for themselves, firms can do it with AI – via the use of AI, or at least demonstrating a working knowledge of AI.

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