LegalAI

AI Marketing Automation for Law Firms

6-Agent Pipeline · $10B+ Market
Path to $1M ARR in 9 Months

$10B+
Market Size

85%+
Gross Margin

9 Mo
To $1M ARR

AI Automation Strategy Report
2025. 02

The Problem

Law Firms Waste 70% of Ad Spend

$87

Avg CPC for PI Keywords

3.1%

Conversion Rate

47hrs

Avg Response Time

70%

Wasted Ad Spend

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Opportunity: AI can automate the entire funnel from click to consultation

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The Solution

6-Agent AI Pipeline

🔍 **Intent Analyzer**
Haiku

→

📄 **Landing Optimizer**
Sonnet

→

✅ **Lead Qualifier**
Haiku

→

💬 **Conversion Script**
Sonnet

→

📧 **Follow-up Auto**
Haiku

→

📊 **Revenue Report**
Opus (monthly)

```
// Agent 1 Output → Agent 2 Input { "keyword": "car accident lawyer houston", "urgency_score": 8,
"estimated_case_value": "$50,000–150,000", "jurisdiction": "TX", "compliance_check": {
"tx_bar_rule_7.01": "PASS" } }
```

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Architecture

Tech Stack & API Map

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Frontend & Infrastructure

Next.js 16 + TypeScript + Tailwind CSS • Vercel deployment • Clerk Auth • PostHog + Sentry monitoring

AI Layer - Claude API (Multi-Model)

Haiku: Intent Scoring, Lead Qualification, Follow-up (high volume, low cost) • **Sonnet:** Landing Pages, Conversion Scripts (content quality) • **Opus:** Monthly Revenue Analysis (deep reasoning)

Backend Services

- Next.js API Routes + BullMQ
- PostgreSQL + Prisma ORM
- Stripe (subscription + usage billing)
- Row-level security (multi-tenant)

Integrations

- Google Ads API (ads data)
- Twilio ($0.0079/msg) + SendGrid
- HubSpot CRM + Calendly
- Compliance Engine (per-state rules)

Revenue Model

Three-Tier Pricing

STARTER

$497

per month

Solo Practitioners

- ✓ 1,000 AI operations/mo
- ✓ 3 landing pages
- ✓ 500 SMS/email sends
- ✓ Basic monthly report
- ✓ Email support

78%

Gross Margin

BEST VALUE

GROWTH

$1,497

per month

2-10 Attorney Firms

✓ 5,000 AI operations/mo

✓ 10 landing pages

✓ 2,000 SMS/email sends

✓ Auto A/B testing

✓ Weekly reports

✓ Priority support

11.3x
LTV:CAC Ratio

ENTERPRISE

$4,497

per month

10+ Attorney Firms

✓ Unlimited AI operations

✓ Unlimited landing pages

✓ 10,000 SMS/email sends

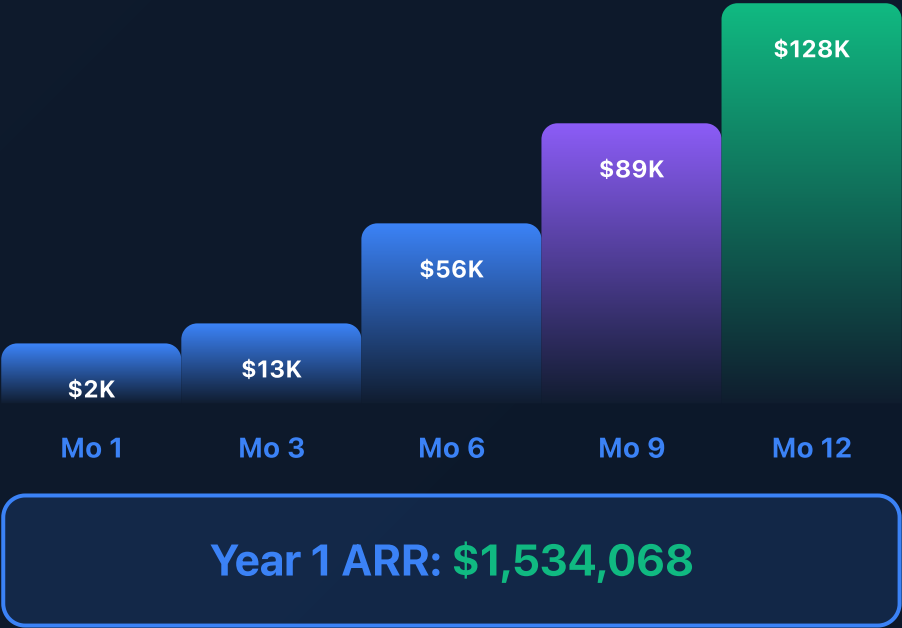✓ Dedicated account manager

✓ Real-time dashboard

✓ Custom API access

$101K

Lifetime Value

Unit Economics

Path to $1M ARR

MRR Growth Projection

$2K	Mo 1
$13K	Mo 3
$56K	Mo 6
$89K	Mo 9
$128K	Mo 12

Year 1 ARR: $1,534,068

Key Metrics (Month 12)

53
Total Customers

46%
Net Margin

Metric	Value
Blended CAC	$1,980
Blended LTV	$19,437
LTV:CAC	9.8x
Payback Period	2.0 months
Gross Margin	85-90%
Year 1 Net Profit	$918K

Cost Structure

Margins & AI Cost Efficiency

Monthly Costs (Month 12)

Item	Cost	% Rev
AI API (Claude)	$8,500	6.6%
Infrastructure	$2,000	1.6%
SaaS Tools	$3,000	2.3%
Team (3 people)	$35,000	27.4%
Marketing/Sales	$15,000	11.7%
Legal Counsel	$5,000	3.9%
Total	**$68,500**	**53.6%**
Net Profit	**$59,339**	**46.4%**

AI Cost per 1K Runs

Agent	Model	Cost
Intent Analyzer	Haiku	$0.50
Landing Optimizer	Sonnet	$4.50
Lead Qualifier	Haiku	$0.50
Conversion Script	Sonnet	$4.50
Follow-up Auto	Haiku	$0.50
Revenue Report	Opus	$45.00

Global Expansion

4-Phase Strategy

01

US Market

Month 1-12

Texas, Florida, California

PI, Immigration, DUI

Target: $1.5M ARR

Team: 5 people

02

English Markets

Month 12-24

UK, Canada, Australia

Local compliance engines

Target: $5M ARR

Team: 15 people

03

Multi-Language

Month 24-36

Germany, Japan, Korea

Prompt chain rebuild

Target: $15M ARR

Team: 35 people

04

SaaS Platform

Month 24+

Self-service onboarding

Template marketplace

Target: $30M+ ARR

Team: 60+ people

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$1.5M
Year 1

$5M
Year 2

$15M
Year 3

$30M+
Year 4

Risk Management

Risk Matrix & Mitigation

Top Risks

Risk	P	I	Mitigation
Bar rule violation	H	H	Compliance engine + attorney review gate
Token cost explosion	M	H	Per-customer cap 25% COGS, Haiku-first
Data breach	L	H	Row-level security, SOC2, $1M cyber ins.
TCPA violation	M	H	Explicit opt-in, Twilio compliance bundle
Founder dependency	H	M	2nd hire at month 6, full documentation
Competitor entry	M	M	Niche specialization + territory exclusivity

Critical Guardrails

90-Day Roadmap

Execution Plan

Week	Objective	Deliverables	Go/No-Go
1-2	MVP Design + Demand Validation	Landing page, 100-firm email list, price A/B test	Email response >3%
3-4	AI Pipeline v0.1	Agents 1-3 working, compliance gate, prompt chains	Compliance pass >95%
5-6	Pilot Customers	3 free/discounted pilot contracts signed	3 firms signed
7-8	Pilot Execution	Conversion rate data, AI quality monitoring	Conversion +30%
9-10	Paid Launch	2+ paid conversions, case study, sales process	MRR >$5,000
11-12	Scale Start	5+ paid customers, outbound system, 2nd practice area	MRR >$15,000

Continue
5+ customers, MRR>$15K, NPS>40

Pivot
2-4 customers, MRR $5-15K

Stop

0-1 customers, MRR<$5K

The $10B legal marketing industry is ready for AI disruption

First mover advantage is real.

Territory exclusivity is the moat.

Compliance-first approach is the trust builder.

Week 1	**Week 4**	**Week 12**
Legal counsel + demand survey	AI pipeline v0.1 live	$15K MRR target

LegalAI — AI Marketing Automation for Law Firms
Built with Claude Code Multi-Agent Pipeline