

Five Tech Tools to Start Up Your Small Immigration Firm

With the rise of SAAS technology and the decline of in-person communication comes a particular opportunity for lawyers looking to start their own small immigration firms with lower overhead than they might have expected. Whether you're motivated to start your own practice today or you're just preparing, here are five tech tools you need that will help get your solo or small immigration firm up and running.



1. Finance and Billing

Managing your finances is central to keeping a new law firm afloat. Whether it's invoicing, keeping track of expenses, eventual payroll, etc., and whether you charge flat fees, hourly, or a combination of the two, you need a system to centralize and manage all of it. You need a system that can handle credit card payments, bank transfers and checks, will sync up to your bank and maybe even kick start tax prep throughout the year. There are plenty of robust finance and billing solutions out there, but here are a few that are particularly popular with immigration law firms: LawPay, Quickbooks and INSZoom's billing module.



2. Tools for Communication

If you're a true solo practitioner, you probably won't need an internal communications tool. But if you hire a freelancer, part-time paralegal or take a full-time staff member or partner, especially if you work remotely, you'll need a way to communicate. Here are some of the most popular internal communication tools: Slack, Microsoft Teams and Workplace from Facebook. And no matter how small your office is (and regardless of whether it is in your home or in an office building), you'll need to be ready to video conference. Some of the best-known video conferencing apps to consider are MSTEams from Microsoft Office365, Zoom, Microsoft Teams, Google Hangouts, Skype, GoToMeeting, BlueJeans, and WebEx.



3. A Workplace Set-up

Many existing law firms use PCs that come with Microsoft Office, and lawyers often grow used to programs like Microsoft Word for word processing, Excel for tables and charts, PowerPoint for presentations, and so on. But the reality is that there are other options for product suites that are worth noting, such as Google Suite, which comes with word processing, spreadsheets, presentations and lots of other native and third-party plug-ins. Depending on the kind of computer you get, you may either have these workplace tools pre-installed or you may have to purchase them separately.



4. Getting the Word Out

Once you have your person-to-person communication set up, make sure you have a way to bulk automate relevant information through marketing tools. With an email marketing platform you can set up newsletters, periodic reminders, email campaigns and more, and leverage pre-built templates and other suggestions to craft the best possible emails that have a high open-rate. Some of the best email marketing platforms include Constant Contact, MailChimp and Campaign Monitor.



5. Case Management

Finally, when your entire law firm is set up and you're ready to take on cases, it's crucial to have a robust case management platform that's specifically built to manage immigration cases, that has the most up-to-date immigration forms and processes, and that is constantly working to make the practice of immigration law easier, more secure and ultimately more successful for both the lawyer and their end client. And that's exactly what INSZoom brings to the table. From visa-specific forms and useful templates to a robust foreign national portal and robotic process automation, INSZoom's innovative software gives you the edge that you need to provide the highest level of service to your immigration clients.