



How Your Firm

# **Can Benefit From Email Marketing**



Email is a form of online communication that has been around since the inception of the internet. While many forms of instant messaging have been created since then, email is still one of the most reliable communication methods and one the best platforms as a marketing strategy for law firms and non-law firms alike.

Considering that over **80% of working professionals prefer email to other forms of communications, as it drives customer acquisition and retention**, an email marketing strategy is important for your law firm.

Keep reading to learn more about the many ways your firm can benefit from email marketing.



## Competitive Advantage

Email marketing can help businesses gain an advantage over their competition by providing meaningful and helpful content to their audience and drawing new clients. You'd be surprised to know that many law firms do not currently use email marketing at all. **As an early adopter of this marketing strategy in the legal industry, you will be able to take advantage of this gap and attract more customers to your business.**



## High Returns

A big draw for businesses to implement an email marketing strategy is the high return on investment. This is because email has a tremendous reach. While not every email will be opened by the reader, **businesses have seen delivery rates of 80%**. This guarantees a higher likelihood of your content being seen by your audience compared to a social media post. According to the **National Law Review**, this is reflected in the return on investment as **some even stand to make an average ROI of \$36 for every dollar spent** on an email marketing campaign.



## Time Efficient

With their incredibly busy schedules, it is hard for lawyers to find time to create and upload new social media content for every post. **The benefit to email marketing is that it can easily be automated by using templates, scheduling, and drip email marketing.** Templates and schedules can help you save time by using pre-created formats and content and allow you to prepare what you need to post in the future. Drip email marketing sends out specific emails to individuals who take a specific action, which can guide leads down the funnel from the inquiry stage to where you want them, the consultation stage.



## Professionalism

**An artfully constructed email is unmatched by any quick DIY approach.** Every piece of content put out by firms impacts how people perceive them, and to maintain your firm's image means leveraging consistent branding through logos, images, copy, design, and usability.

Sending out frequent emails with coherent branding helps give your business a professional edge. For prospective clients, unique and authentic imaging gives a client more faith in the business because it appears to be more trustworthy.

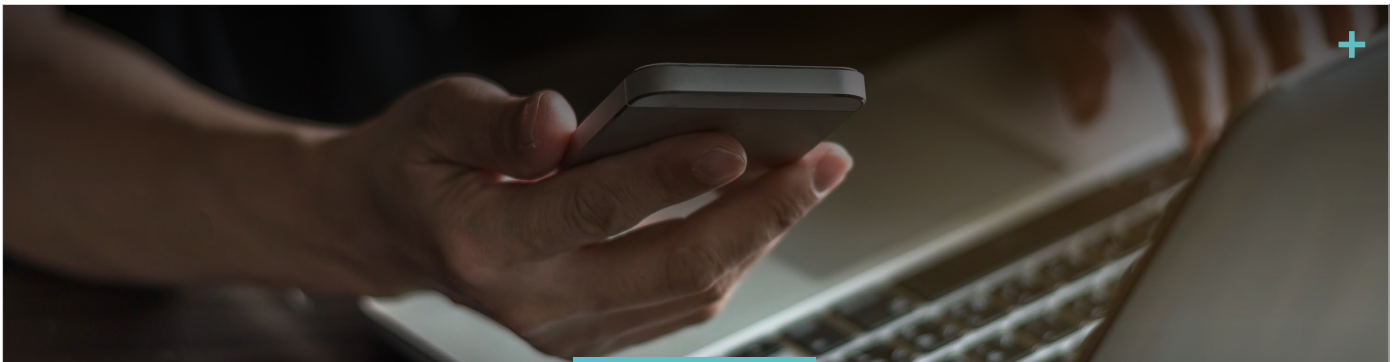




## Track Effectiveness

**With email, it's easy to track how well your email campaigns are working and modify them to be more effective in future campaigns.** This can be done by checking the email click rates, bounce rates, visit-to-lead ratios, and call to action performance and observing what is working well and what isn't.

If you notice that some of the metrics are lower for certain campaigns, you may want to reconsider A/B testing and change one variable at a time, e.g., the subject line or an image. On the other hand, if metrics are higher for other campaigns, those may be worth continuing.



## Awareness

Not only can email marketing be used to convert prospective leads to loyal clientele, but it can also help improve existing clients' awareness of your business. **Although legal services are high-ticket purchases, the more exposure your business has, the more likely it will come to mind when and if the time comes that your client needs legal representation.**

**Here are some ways you can use email marketing to build awareness that makes your clients think of you when they need legal assistance:**

- + **Answering frequently asked questions** – When scouting out law firms, new clients often have a list of questions that they have before choosing which firm to hire. Providing answers to those questions before they are asked can save you a significant amount of time and educate prospects about points of law that someone unfamiliar with the law might not know.
- + **Firm updates** – You can build client loyalty by creating a connection between your clients and your firm. Keeping them updated with your business is a great way to do this. Showcase any changes, community contributions, scholarships, verdicts, etc. By eliminating the distance between your business and your client, you will be able to build rapport.
- + **Educate readers** – By providing helpful material, you are positioning yourself as an expert in your field. This ensures that when clients need a legal representative, they'll know you are the best option in your field.
- + **Attorney spotlights** – You can also spotlight the attorneys at your firm to foster awareness and give your firm a face. Clients tend to hire a lawyer who is not only knowledgeable but also relatable, and these spotlights help build this relatability.



If you want to learn more about how to

**include Email Marketing as part of your  
Acquisition and Retention Strategy,**

**drop us a line!**

