

What is **Email Marketing** for Law Firms?





What is **Email Marketing** for Law Firms?

Email marketing is a powerful tool for all businesses, including law firms. It is another way businesses can remind their customers about their services as well as directly reach new prospects. With the way social media has taken hold, law firms often opt for those channels and neglect email marketing and its powerful reach. This means that email marketing is a big (and often missed) opportunity for legal businesses to get their message out.

Virtually everyone uses email, and contacting your clients with business news and informative content through their inbox is a direct and simple way to communicate. While the sheer volume of social media posts constantly bombarding everyone can end up making people tune out, **email marketing can help create a one-on-one relationship that keeps people tuned in.**

Additionally, with email marketing, you can easily monitor your ROI because you can measure success with metrics such as the open and click-through rate of your emails. This information also allows you to create more meaningful, tailored content for your readers.

Although often overlooked, **email marketing is one of the most effective marketing methods for law firms of any size.** Keep reading to find out how email marketing can benefit law firms.

Why Should Law Firms Use Email Marketing?



- **Email marketing helps you build your brand and boost brand awareness.** By pushing out consistent emails that teach your audience how they can succeed in their goals and how you can help them, you will remain on your readers' minds and position yourself with them as an expert in the field.
- **Email marketing can also help inform your readers about your products, services, and content through the perspective of value proposition.** Thought leadership and case studies are some methods of showing value proposition.
- **Email marketing not only draws benefits from engaging not only your existing clients but also from prospective ones as well.** You can use it to build relationships with your prospects, referrals, and recruits. Furthermore, you can also generate possible qualified leads when you encourage readers to sign up for your lists and fill out a form.
- **An email list can potentially create more business for your law firm.** Because it has the potential to put you in the right place at the right time, you can join in on conversations happening in the legal profession, e.g., by joining a [legal podcast](#), attending an online webinar, creating a writing opportunity, serving on industry boards, etc.

How Do You Create An Email Marketing Strategy?

Here are the steps you can take in planning your **email marketing strategy**:



Outline goals and KPIs

Knowing what you want to achieve with your email marketing helps you create practical objectives. Is the purpose generating leads? Positioning yourself as an expert? Gaining exposure?

- **A few KPIs to consider include:** clickthrough rate, downloads, list growth rate, open rate, and bounce rate.



Produce content

What do you want to say to your audience? This is where the bulk of email marketing time is spent.

Creating email templates will help you save time, but beware of cookie-cutter templates. Some templates are best for newsletters, others for client alerts and press releases.



Define your target audience

Who are you looking to reach? And, how do they differ? Emails work best when they're targeted with proper segmentation. For example, dividing your list by demographics, active/inactive users, purchase cycle, etc.



Establish sending frequency

How often emails are you planning to send emails? Daily, weekly, monthly? More so, who will oversee the planning, execution, and analysis? You will need to consider these logistics when setting up your marketing strategy.



Create a schedule

Planning what you want to tell your clients and when you want to inform them will help you stay organized.

What Should Your Email Include?

The types of information that law firms can include in their emails are boundless. You can use email marketing for the following purposes:

- **To educate your clients** - share recent podcasts or videos, past webinars, and article snippets.
- **To inform about recent happenings** - share FAQs, recent case studies, upcoming events, recent job openings, recent changes to legislation, etc.
- **To update your readers about your legal services** - share your practice spotlights, highlights of pro-bono work, an announcement of new hires, news about any of your initiative programs, and recent press coverages.

Email Marketing Best Practices

Here are some **best practices** that will help you stay compliant to the law while keeping your clients coming back for more:

- **Catch and keep your readers attention** - Grab your audiences' attention with a strong subject line that will make them want to click into the body of the email. Make sure to use short paragraphs and subheadings to make it easier for your client to read.
 - Be sure the information you share is of high quality and educates your readers.
- **Personalize the mail** - Personalized emails are highly effective. The National Law Review states that **"personalized emails have 26% higher open rates and an improved click-through rate of 14%"**.
 - Including a personal note lets the reader know that you were thinking of them and shows them that the content will be tailored to them.
- **Only send emails to the subscribers that have agreed to receive your emails.**

Email Marketing Best Practices

Here are some **best practices** that will help you stay compliant to the law while keeping your clients coming back for more:

- **Comply with the email rules** - When starting your email marketing strategy, remember that you are responsible for adhering to advertising ethics.
 - In Europe, this means adhering to the GDPR ([General Data Protection Regulation](#)); in Canada, there's the CASL ([Canada's Anti-Spam Legislation](#)), and in the US, the [CAN-SPAM Act](#).
 - For example, the CAN-SPAM act states that your emails should include your firm's name and address(es), use actual email addresses in the "From" and "Reply to" sections, and have a visible "unsubscribe" button.

Looking to learn more about how **email marketing** can help your law firm grow? We've got you.



Learn How to Build and Maintain Your Firm's Email List

