



## **Secrets of eMarketing Success**

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CRM and Business Development Technology  
Success Consultant

- 15 years experience working together with more than 300 top law firms across the country
- Background in Law, CRM Technology, Competitive Intelligence & Business Development
- Focus on Client service and CRM Success
- Team of more than 100 professionals
  - CRM Success consulting
  - Outsourced data quality and enhancement
  - Competitive intelligence reports

# Our Agenda

- What E-mail Marketing Is and Why It's Important
- E-mail Marketing Tools
- E-mail Marketing Challenges and How to Succeed
- Testing and Metrics for E-mail Marketing Success
- Mobile Marketing
- SPAM and Privacy
- Event Marketing
- Internal E-mail Marketing
- Getting Return on CRM and E-mail Marketing Investments
- Q/A

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# Why E-mail Marketing

# Why E-mail Marketing is Important

- E-mail usage is at an all-time high
  - The number of email accounts predicted to reach 3.8B by 2014
  - 94% of all online adults use email
  - 87% of people rely on email as their primary communication tool
  - People spend an average of 4 hours a day using email
- Marketing email predicted to increase in 2014
  - Email marketing spend will balloon to \$2 billion in 2014
  - 46% of business leaders are planning to increase their investment in email marketing this year
- \$144 million will be wasted and blocked emails that don't reach their intended audience

# The Real Value of E-mail Marketing

- It's the easiest and cheapest content marketing tool
- It has ROI better than any other direct marketing channel  
-- \$42.08
- Target / Segment audiences
- Showcase experience and expertise
- Demonstrate thought leadership
- Target client problems, issues
  - Every change is an opportunity
    - Laws, regulations, compliance
- Generating leads
- Treat it as a relationship, not mass market, medium

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# E-Mail Marketing Tools

# E-mail Providers

- Concep
- Saturno
- Tikit
- Vuture
- Click Dimensions
- ActOn
- Aweber
- Campaigner
- Campaign Monitor
- Constant Contact
- Exact Target
- iContact
- Mail Chimp
- My Emma
- Silverpop
- Swiftpage
- Vertical Response



# E-mail Marketing Challenges

# E-mail Marketing Issues

- More e-mails are being sent out than ever before
- People are experiencing “e-mail fatigue”
- Open and click rates are declining
- SPAM and data privacy regulations are increasing
- Blacklisting is a problem
- Attorneys face a higher bar



# Law Firm E-mail Marketing

- Lawyers cannot cold call and thus, cannot send to purchased lists
  - Instead, we use “opt-in” or “permission-based” Email Marketing
    - The recipient must consent to receive it
- Law firms can also send email marketing to existing clients
  - The best open rates come from this audience

# How to Succeed at E-mail Marketing

# Content is King

- Bad content will prompt subscribers and train people to not open your e-mail
- Targeted single topic alerts are better than newsletters that contain information that is not longer timely
- Put the most important message at the top
- Be human and avoid “legalese”
- Be short and to-the-point
- Have a call to action

# How Content Marketing Helps BD

- Buyers of legal services require validation
- Attorney must be seen, through references, publications and Google, to have the correct expertise
- Firm must be seen as having the depth needed in the area to support the attorney being hired
- Expertise must be shown in the area that the buyer is interested in
- If you market yourself as all things to all people, you will not be “found” by someone in a specific industry or with a specific issue

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# Success Strategies

# E-mail Strategies

- Start with a strategy and plan
- Integrate with CRM
- Write to be read
- Include a call to action
- Know when to send
- Focus on content
- Test



# Testing

- Define metrics for success
- Benchmark against the industry
- Benchmark against yourself
- Analyze results

# Sending Schedules

- Time of send can affect opens
  - First thing in the morning generates highest opens
  - Tues-Wed-Thurs are best launch days
- If messages are regularly scheduled, Clients begin to expect them and get in the habit of reading them
  - Communications sent out daily (+27.8%, +100.3%)
  - Communications sent out weekly (+27.1%, +50.6%)
- But messages shouldn't be scheduled too infrequently
  - Communications send out "monthly" (-26.6%, -37.0%)

# E-mails That Get Read

- Alerts
- Changes
  - Laws, regulations
  - Compliance
- Top lists
- Timely updates
- Information to improve professional and personal lives
- Education

# Successful Subject Lines

- Convey a benefit and good content
- Pique interest
  - Asking a question can get responses
- Design for the message and preview panes
  - Shorter is better – avoid using more than 49 characters
  - Subject lines with fewer than 10 characters yielded the highest open rates at 51%
- Describe the purpose and content of the email
- Personalize historically improved open rates
  - But using the recipients first name doesn't
  - Instead, speak to them in their own lingo

# Calls to Action

- Short, targeted, clear
- Dates can be excellent triggers
- Something has changed
- Immediate action needed
- We can solve your problem
- We can teach you something
- We can help your business
- Have contact info for more information

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# List Management

# Lists

- Should be grown organically over time
- Should never be purchased
- Should regularly be vetted
- If a recipient hasn't opened an email in a year, consider deleting them
- A 5% reduction in customer defection can boost profit by over 25%
- Bigger isn't necessarily better

# Targeting / Segmenting

- Smaller targeted lists yield better results
- Quickly identify groups and connect them with relevant information
- Demonstrate your knowledge and expertise in direct relation to individualized needs or segments





# Segments

- Clients
- Prospects
- Alumni
- Referral sources
- Job titles
- Interests
- Assets
- Gender
- Age
- Industries
- Geographies / locations
- Company size
- Revenue
- Practice areas needs
- Current services utilized
- Goals
- Needs

# Improving Campaigns

- Avoid list fatigue
  - The more you send, the lower your key metrics will be
  - But infrequent messaging can also affect your key metrics
- Validate list recipients
- Improve subject lines
- Improve content relevance
- Use landing pages to give unsubscribes options
- Consider calling people who unsubscribe
- Test your campaigns



**Testing...**  
**1,2, E**

# How and What to Test

- Test the way the e-mail looks when delivered
  - It can be very different depending on the browser or Clients
  - There are no 'standards'
  - Images are often blocked by default
- There are a number of tools that can be used
  - Litmus, Lyris, Return Path
  - Some may come with your e-mail software
- It can take time, so allow at least 24 hours before sending
- Test at least quarterly because things do change
- Be sure to test in mobile



## Desktop Email Clients

### Apple Mail 5



### Apple Mail 6



### Lotus Notes 7



### Lotus Notes 8



### Lotus Notes 8.5



### Outlook 2000



### Outlook 2002/XP



### Outlook 2003



### Outlook 2007



### Outlook 2010



### Outlook 2011



### Outlook 2013



### Thunderbird 3.0



### Thunderbird latest



# How and What to Test

- Use 10% of your list
- Test e-mail deliverability and recipient preferences
  - Different subject lines
  - Time of day or week
  - Which segments respond
  - Text vs. graphics
  - Layout of information
  - Unsubscribe wording
  - Content
  - Surveys
- Test the way the e-mail looks in different browsers

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# **Metrics for E-mail Marketing Success**

# Open Rates

- Can be deceiving due to the way they are tracked
  - Up to 50% of emails are delivered to subscribers unable to register opens
  - But they can still be valuable benchmarks
  - Open rates of 25%+ are considered good
- Highest open rates come from clients and former clients
  - Prospects are the lowest



# Click-Throughs

- One of the best metrics of campaign success
  - Demonstrates engagement
- Have been in decline over the past few years
- Calls to action play a major role in motivating clicks

# Unsubscribes

- By law, every commercial email must have an “unsubscribe” to allow option out of future e-mails
- An increase in unsubscribes may indicate declining subscriber engagement

# Bounces

- Hard vs. soft
- Review bounces monthly and correct or remove bad emails
- At its simplest, create an Outlook account where all bounce-backs go and establish rules to manage them
- Ideally, research every bounce-back to try and correct information

# SPAM & Privacy

What You Don't Know Can Hurt You

# SPAM

- 62% of respondents cited “wasting time on non-essential emails” as the most challenging aspect of e-mail use
- Getting reported as a SPAM-mer enough times can take a big toll on deliverability rates
  - Preventing delivery of business e-mails to the recipients
- 3<sup>rd</sup> party blacklist organizations monitor spam

# Anti-SPAM Rules and Regs

- Global anti-spam regulations in over 30 jurisdictions
  - Some require only limited nexus to the jurisdiction
  - Can apply where a computer system in the country is used to send, route or access a message
- Administrative monetary penalties
  - Canada's can be up to a C\$1million for individuals and C\$10 million for corporations
- Private rights of action in some places
  - United Kingdom, South Korea, Singapore, Mexico, Germany and France
  - Statutory penalties in some countries in the millions

# Avoiding SPAM

- Send individual messages
  - Avoid using the firm's internal servers to send to groups
- Stagger delivery
- Minimize attachments
- Subject line must match the content
- From line must contain a real name
- Use sentence case or title case, not all caps
- No special characters
- Make unsubscribing easy
- Keep images appropriately sized
- Keep the ratio of images and text proportionate
- Avoid too many tables
- Text should not be the same color as the background

# Final Success Tips

- Be patient
- Don't try to do everything
- Small wins, communicate successes, repeat
- Involve end users
- Focus on best practices
- Don't reinvent the wheel
- Don't do it alone – reach out for help
- Subscribe to *CRM Success* for more CRM Success tips,  
[www.CRMSuccess.net](http://www.CRMSuccess.net)  
<http://clientsfirstconsulting.com/blog/>





Q & A

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