



Mary J. Olson

Marketing Technology Consultant and
Marketing Director

- 12 years of experience working with the top professional services firms in North America – including in-house with 2 Am Law 100 firms
- Background in Marketing Technology and Processes
- Focus on Client Success – CRM, Data Quality, eMarketing, Business Development Intelligence
- Team of more than 100 professionals

Marketing Automation is Coming!



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eMarketing Obstacle Course

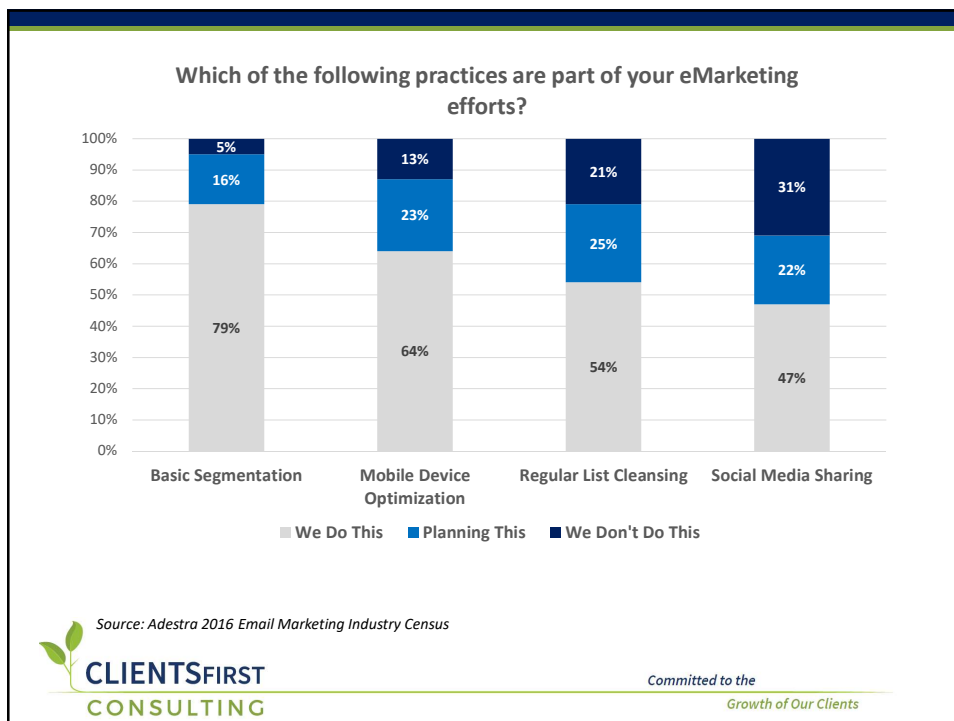
Confusion



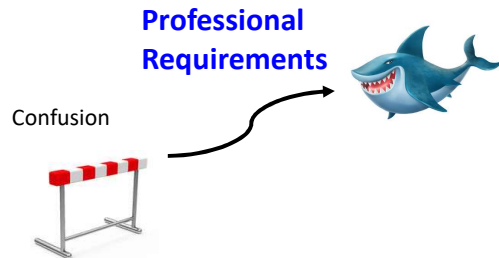
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Professional Requirements

- Ask your professionals what they WANT
- Determine what they NEED

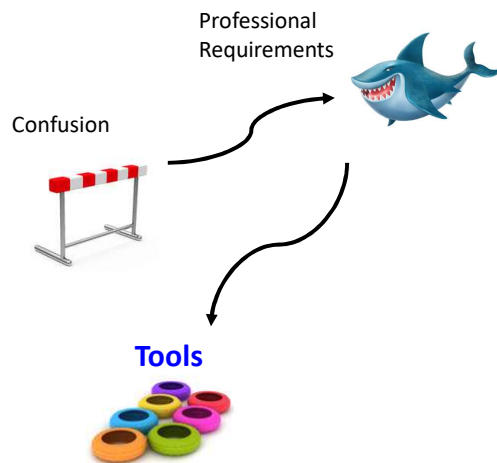
What Most Professionals Want To Know About Email Communications (An Informal Poll)

- Are my contacts **receiving** my emails?
- Are my contacts **opening** my emails?
- Are my contacts **responding** to my invitations / calls to action?



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What do I need in an eMarketing System?

- Easy to use Interface
- Easy to use Email Templates
- REALLY nice to have:
 - Integration with CRM
- List Management Capabilities (if no CRM)
- Ask your peers
- Ask a consultant



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Software Solutions

eMarketing

- Concep
- TIKIT
- Vuture Vx

- Constant Contact
- MailChimp
- Silverpop

CRM

- BDP
- ContactEase
- InterAction
- OnePlace
- Salesforce



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eMarketing Strategy

A good email strategy is built around your professionals' requirements:

Contacts are **receiving** emails, **opening** them and **responding** to invitations/calls to action.

Receiving Emails

List Management

- Lists should be grown organically over time – Subscriptions / Professionals' Additions
- Lists should never be purchased – Permissions!
- Lists should be regularly vetted – Contact Verification
- If a recipient hasn't opened an email in a year consider deleting them
- Privacy Laws – Canada, Europe



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Opening Emails

Content

- Targeted single subject alerts – relevant info
- Personalize your message
- Subject Line – Be creative!
- Clear Call to Action
- No Attachments



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Opening Emails

Design

- Balanced – NOT Image Heavy
- Firm Branding / Logo Prominent
- Firm Contact Information
- Subscribe / Unsubscribe Options

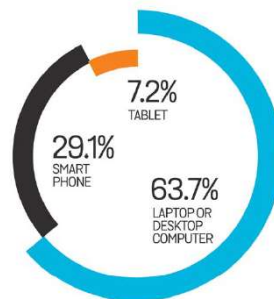


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Opening Emails

Responsive Design – Mobile, Tablets

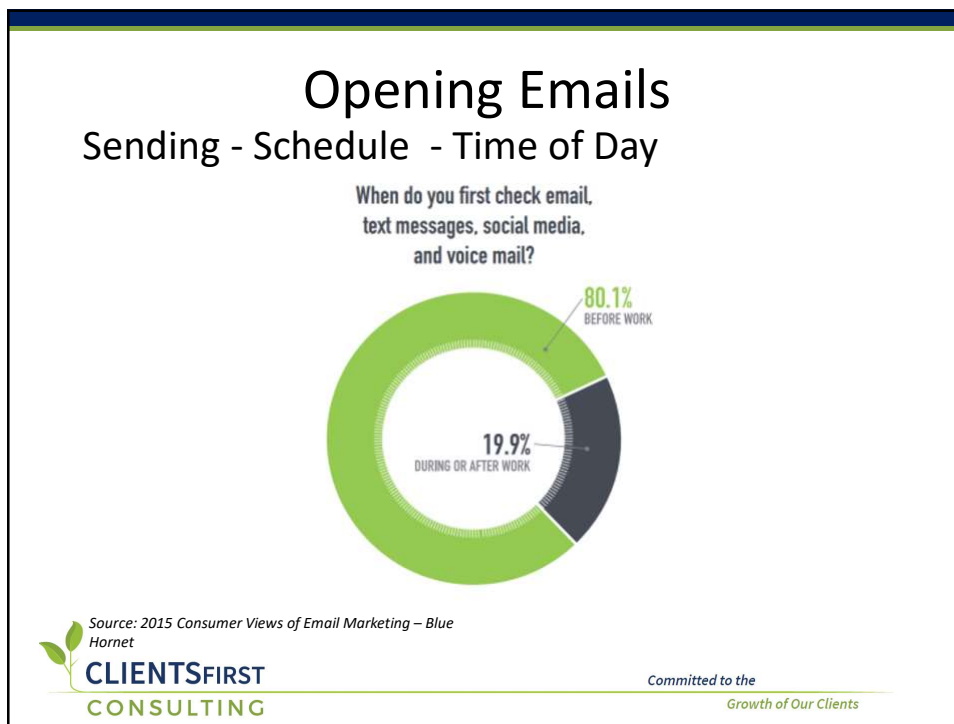
What device do you use most often to check email?



Source: 2015 Consumer Views of Email Marketing – Blue
Hornet



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Best Time of Day

Early Morning
Midday

Best Days

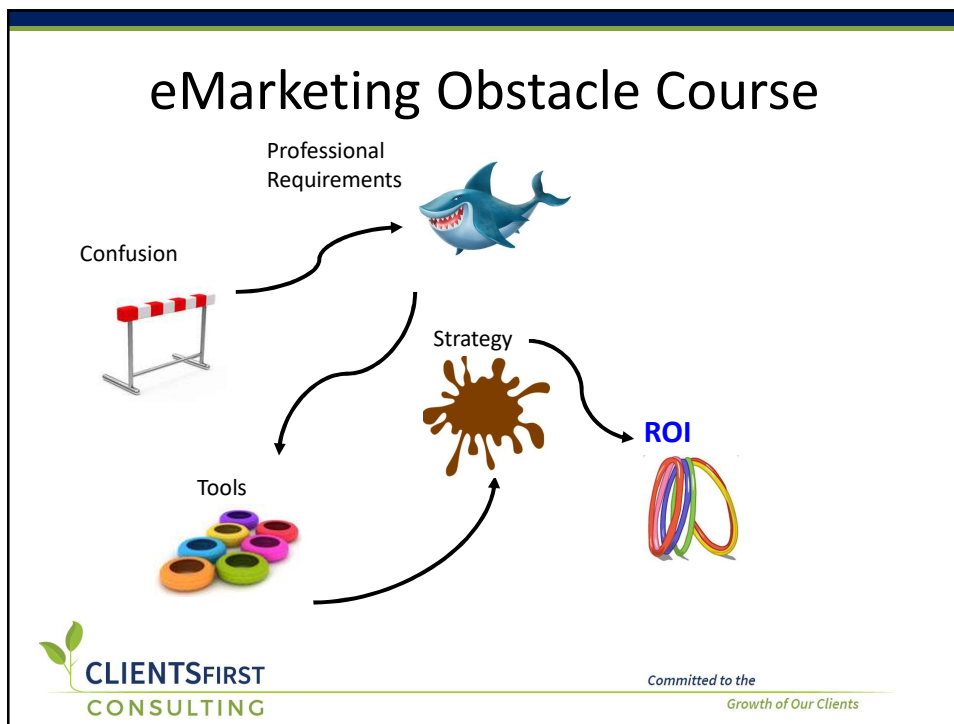
Tuesday
Wednesday
Thursday

Worst Day and Time

Friday Afternoon after 3:00PM

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Measuring and Reporting ROI

Are my contacts **receiving** my emails?

<p>■ Bounce Rates</p> <ul style="list-style-type: none"> <input type="checkbox"/> Hard Bounce <input type="checkbox"/> Soft Bounce 		<p>Professional Services Industry: 7% Other Industries: 12.27%</p>
<p>■ Unsubscribes / Opt Outs</p>		<p>Professional Services Industry: 0.5% - 1% Other Industries: 0.71%</p>

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Measuring and Reporting ROI

Are my contacts **receiving** my emails?

- **Improving Bounce Rates**
 - Review and Correct bad email addresses
- **Unsubscribes / Opt-Outs**
 - Increase may indicate decline in engagement / interest
 - List segmentation / targeting
 - Contact Verification



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Measuring and Reporting ROI

Are my contacts **opening** my emails?

- | | | |
|-------------------------|---|---|
| ■ Open Rates | ↑ | Professional Services Industry: 22.94%
Other Industries: 20% |
| ■ Click-Throughs | ↑ | Professional Services Industry: 4.5%
Other Industries: 3.5% |



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Measuring and Reporting ROI

Are my contacts **opening** my emails?

■ Open Rates

- Highest rates come from clients / former clients
- Interesting Content / Targeted List

■ Click-Throughs

- Demonstrate engagement / interest
- Track specific links
- Calls to Action motivate clicks



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Measuring and Reporting ROI

Are my contacts **responding** to my invitations / call to action?

■ Click-Throughs

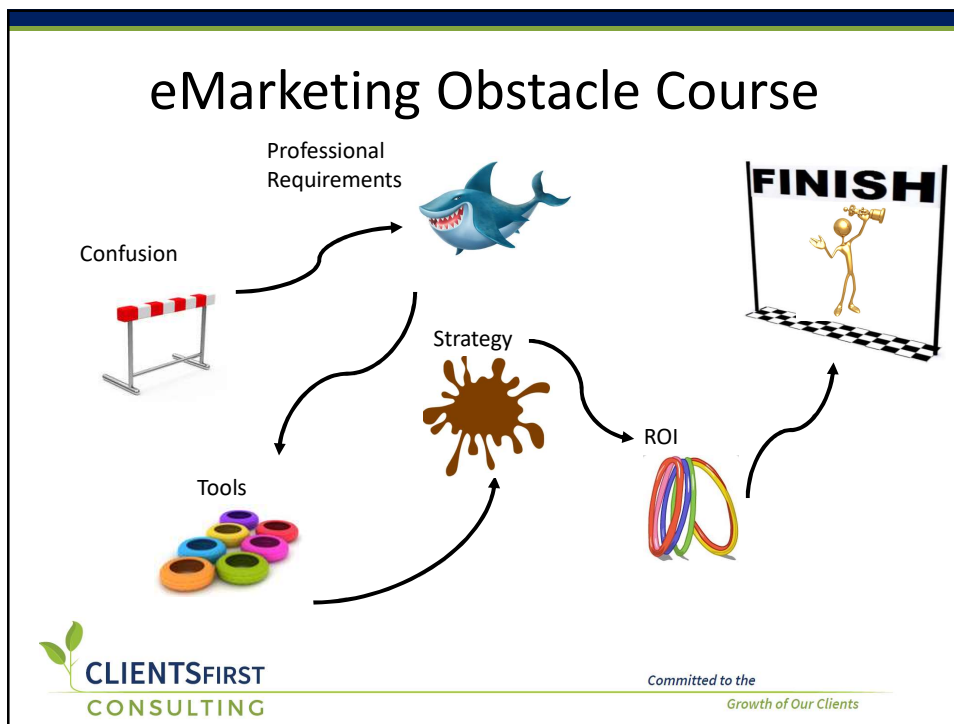
- Demonstrate engagement / interest
- Calls to Action motivate clicks

■ RSVP Tracking / Reporting

- eMarketing / CRM



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