

TOP 3 EMAIL MARKETING MISTAKES FOR LEGAL SERVICES



TOP 3 EMAIL MARKETING MISTAKES FOR LEGAL SERVICES

Email marketing is a highly useful way to reach a number of different audiences, but industrywide, many law firms don't use it as much as they could — if they use it at all.

Not using email to communicate with clients and members of your professional reference network could mean missing a major opportunity to earn crucial trust and keep your brand at the top of everyone's mind so that they think of you first when your services are needed.

Here are *three things you can't afford not to do* when it comes to email marketing for your legal business.

1. PAYING ATTENTION TO ENGAGEMENT AND EMAIL METRICS

When you're sending emails for no other reason than just to send them, you're technically using email marketing, but you're missing some opportunities to enact a strategic approach. Your emails may do better or worse depending on a number of variables. Imagine you sent two emails and one performed much better in terms of open rate and click rate than the other. While this isn't large enough of a sample size to draw sweeping conclusions about your email performance, you can start to consider different variables:

- What date and time did you send the email that performed better? What about the one that performed worse?
- What was the difference in subject lines between the two?
- What about the format inside each email? Was one of them more graphically rich or heavy on plain text?

There are a set of email marketing best practices for every industry, but there may be small changes that are more effective in specific lists. Email marketing isn't just a "set it and forget it" practice and it takes constant monitoring to diagnose problems — just ignoring email stats is a huge mistake for your legal practice.

2. **MAKING A CONCERTED EFFORT TO BUILD AUDIENCES**

Many businesses of all types send emails, but they do it to such a small group that it doesn't make much of a difference. It's important to continue to find new ways to keep your lists growing so that you can get a larger and larger pool of prospective clients.

- Make sure you're asking anyone who comes in for a consult or case review if they want to be added to your email list.
- Install an email signup box on most — if not all — pages on your website
- Offer your most relevant, valuable pieces of content up as lead magnets, where prospective clients can download them in exchange for their contact info.

At the same time, building a professional network is important in the legal profession. Attorneys benefit from strong connections in professional groups, and when it comes time for one of your connections to refer their client to someone else, email marketing will make sure that you're top-of-mind. It would be a mistake to focus only on one audience over the other.

3. **TAKING ADVANTAGE OF THE HIGHEST ROI CHANNEL**

The biggest mistake that you can make when it comes to email marketing strategy is to not have one at all. It's been well-publicized over the years that by itself, email marketing is the highest ROI channel that you can use to market your business. It's very affordable compared to the number of people you can reach consistently, and research shows that for every \$1 you spend, you can generate \$38 for your business.

Email marketing is easier said than done, however, and it will have the most impact when there is a multifaceted strategy in place. It pays to consult with the experts before you get started. Contact us today to learn more!

