

Lift Legal
Marketing

Your Guide to a
**Successful Law Firm
E-newsletter**

The moving parts behind the
production of an e-newsletter.



Overview.

Sending a regular e-newsletter is one of the best ways for a law firm to remind their clients and referrers of the services they offer and how they can help. A professional, personalized newsletter containing helpful information and regular updates on topics of interest builds trust with your audience and is a central component of your law firm's marketing strategy, second only to your website. Proactive law firms also use newsletters to promote seminars and events, offer downloadable e-books on topics of interest, and broadcast office relocations, mergers, or the addition of new staff or services. Since the COVID-19 pandemic, many firms have been effectively and inexpensively using their

newsletter service to keep clients informed of changes to their operations, publish helpful resources, and assure clients of their continued assistance. Working with a law firm marketing expert can help keep your e-newsletter campaigns on track. A professionally managed campaign will ensure your newsletters are distributed regularly with relevant, topical content and each campaign tracked to measure its success and guide your marketing efforts. This guide explains some of the moving parts behind the implementation and maintenance of a regular law firm e-newsletter campaign.

What's included in this guide?

The following elements which are critical to a successful e-newsletter program are included in this guide.

- Contact List Management
- Choosing a Specialized Email Service Provider
- Creating a Newsletter Template
 - Design & Layout
 - Mobile Friendly
 - Using Images
 - Subscribing & Unsubscribing
- Managing Content Creation & Publication
 - Content Creation
 - Publication Schedule
 - News & Alerts
- Measuring Performance



Specialized email service providers.

An email delivery service makes managing your e-newsletter easier by:

- Enhancing email deliverability and compliance with spam laws
- Providing design tools and samples to help create your newsletter template
- Managing your contact list and newsletter subscription forms
- Tracking your campaign progress and handling bounce and unsubscribe requests
- Providing useful reports and analytics.

There are many email service providers available, including Mailchimp, AWeber, Campaign Monitor or Constant Contact to name a few. You should explore what works best for your firm as some providers offer more bells and whistles than others. Using a delivery service lets you easily send a personalized copy of your newsletter to all or part of your contact list and should provide access to newsletter samples, templates and analytics.



Newsletter template design & layout.

The newsletter template is the 'container' of regular content and updates sent to your audience and should match your firm's unique style, brand, and values. Your e-newsletter needs to be visually appealing, professional, and functional. A well-designed, personalized template will ensure your newsletters are immediately recognisable by your audience when they are received.

The template will contain summaries and links to featured articles, your website, and your email address, ensuring your law firm is within reach of current and future clients. It should be user-friendly so your readers can easily click through to a topic of interest, navigate to a contact page, or email an enquiry.





Mobile friendly newsletters.

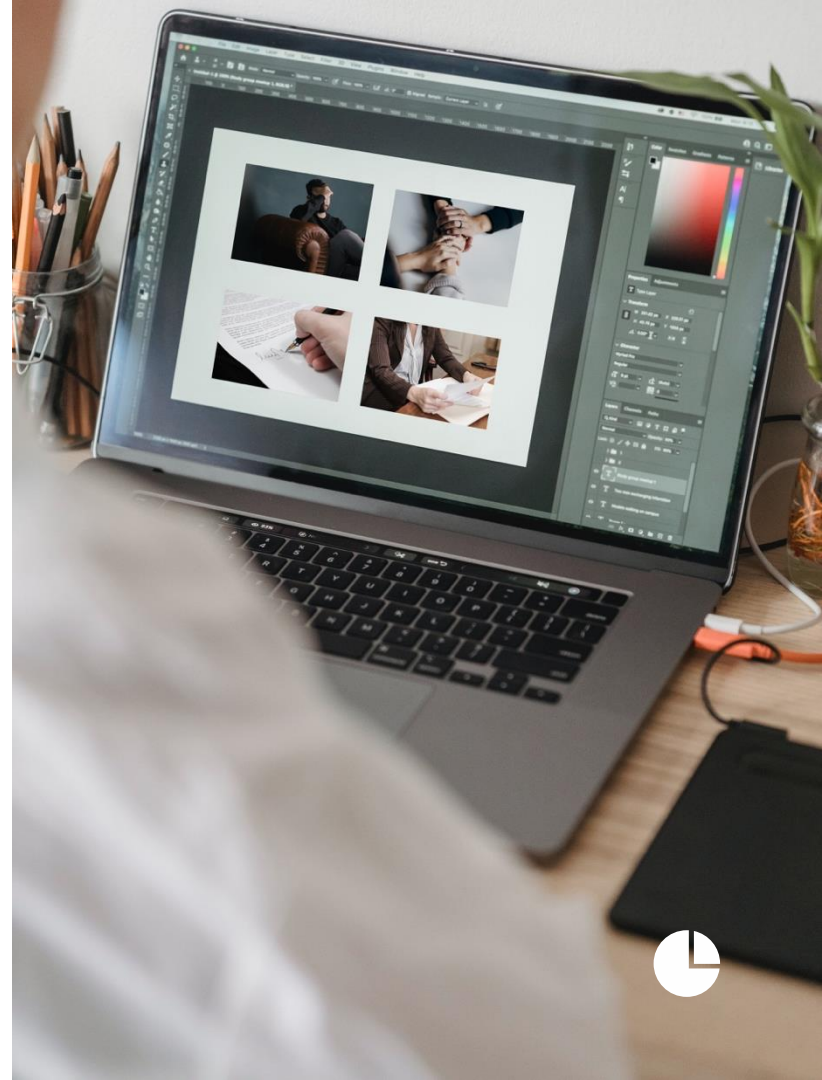
With so many people checking emails from their mobile devices now, your newsletter design needs to be mobile friendly. You've no doubt opened email newsletters before on a mobile device to find that only half of the content appears across the screen. If this happens to your newsletter it's highly likely that your email recipients will become frustrated and not bother reading further.



Images.

Including images in your newsletter not only increases interest and brings your newsletter to life, but breaks up blocks of text, making reading easier for your audience. Images can be used to capture the topic of your featured articles. Images should be of good quality, selected with care, and be free of copyright issues. They will usually need to be resized or cropped to properly fit into your template to ensure they display correctly across different email programs.

Images need to include relevant alt text so readers can identify the context of the newsletter or a call to action. Alt text is the alternative text that displays when images do not load in an email and is particularly important when a newsletter recipient does not have images enabled in their email program.



A photograph of a person's hand holding a smartphone over a laptop keyboard on a wooden desk. The laptop screen shows some text, and the hand is positioned as if about to interact with the phone. The background is a wooden desk.

Subscribe and unsubscribe.

Marketing emails and messages must comply with spam laws - amongst other requirements, it must be easy for your recipients to unsubscribe from receiving marketing material. No law firm wants their email recipients to unsubscribe from their e-newsletter service, but many will, and for a variety of reasons - your audience will thank you, or at least not critique you, if you make unsubscribing from your newsletter transparent and effortless. Your website should also make it easy for people to sign up to your newsletter.

We work with our clients to design professional newsletter templates that are compliant, appealing, and technically functional, with the ultimate goal of engaging your audience and keeping your firm front of mind when they need legal assistance



Contact list.

Your contact list is the foundation of your e-newsletter campaign – without it, you have no audience. A law firm's contact database must be in good condition and be regularly maintained to keep email addresses current and to maximise your marketing efforts. New contacts should be added to your database as you get them, and old email addresses updated to keep your e-newsletters out of the email abyss and into your reader's inbox. Quality email marketing lists can also help minimise issues with spam and unsubscribe rates.

We show our clients how to harvest contacts from their existing resources and format mailing lists for ideal upload and newsletter personalisation. Before sending each campaign, we encourage clients to provide updated and new contacts to optimize their marketing efforts.

Content & publication schedule.

For most law firms, a newsletter should be sent monthly. Distribution dates and the proposed content for each edition should be planned over a minimum 12-month period and tailored, where relevant, to seasonal and market influences. Publication schedules are generally organised with regard to ideal distribution days and times.



Content creation.

The purpose of an e-newsletter is to inform, not self promote. While we encourage law firms to utilise their newsletters to announce recent achievements, introduce new staff and additional services, or talk about their favourite charity, for the most part, content should be useful and informative to recipients.

Content needs to be educational but easy to digest and appropriately balanced to pique the interests of your audience. It should be written in plain English. Where relevant it may contain case studies and examples but should avoid legalese and pretentious language.

For a generalist law firm, three articles focusing on three different areas of law in each newsletter edition is ideal. For specialist law firms, newsletter articles can still be appropriately balanced across various sub-areas of law.

We have a library of current, informative content across all areas of law. We work with our clients to prepare a tailored publication schedule setting out key distribution dates and selected newsletter articles relevant to their practice areas and targeted to their audience.





2

Changing it up. News alerts & important updates.

The legal landscape changes regularly, and content programmed for a certain edition of your e-newsletter may need to be swapped out for something more pressing or to deliver an urgent message to your audience. The COVID-19 pandemic is testament to this. Sometimes, a one-off special purpose email (sent in between your regular newsletters) is needed to broadcast critical changes or alerts.

We understand the need to keep your clients and readers informed of breaking legal developments – our publication schedules are flexible allowing for the inclusion of last-minute topical content to deliver urgent and compelling updates to your audience.





Measuring performance.

Essential to your marketing strategy is the ability to capture data and report on reader engagement with your newsletters and the overall performance of your campaign. This information is vital for following up leads, assessing readership for various article topics, and identifying contacts with outdated email addresses so your mailing list can be kept in top shape.

We provide interim reports within 24 hours after a newsletter is sent and detailed final reports the following week. While our clients are reading the results for their recent newsletter campaign, work has already started preparing for the next edition of your newsletter.

Where to from here?

Lift Legal Marketing works exclusively for law firms helping to produce attractive and engaging newsletters that drive leads.

The benefits of regular newsletters to your database include:

- It will generate more work for your firm.
- Increase brand awareness and give your firm a competitive edge.
- Build a strong relationship and communicate regularly with your clients.
- It is inexpensive.
- It is shareable as your readers can forward your communications easily increasing the value and leverage of the content.

Sending regular e-newsletters is one of the most effective law firm marketing strategies you can use to increase new clients, and draw better work for your law firm. If you need assistance with content or with maintaining a regular e-newsletter program, then we can help.





Peter Heazlewood.

Peter draws on his experience as a practicing lawyer of over 25 years and for much of that time as Managing Partner. He is one of the founding directors of Lift Legal Marketing, the most experienced law firm website hosting provider globally and a market leader in providing gold-standard marketing strategies that grow your business.

To speak to Peter about running your own newsletters or to discuss your marketing, call (844) 761-2224 or email peter@liftlegalmarketing.com

