

Small Firm Lunch and Learn Series
Marketing for Lawyers: How to Start Your Small Firm Newsletter

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How to distribute - mail, email, mailchimp, iContact, etc.:

- **Which E-Newsletter System to Use & Why** (Constant Contact vs. iContact vs. MailChimp) <http://www.lform.com/blog/2013/06/which-e-newsletter-to-use-why-constant-contact-vs-icontact-vs-mailchimp/>
- **The Best Email Marketing Services**
<http://www.businessnewsdaily.com/2547-email-marketing-services.html>
- **Email Marketing Services Comparison Table**
<http://www.werockyourweb.com/email-marketing-services-comparison-table>
- **2014 Email Service Marketing Reviews** <http://www.reviews.com/email-marketing-services/>

When to distribute:

- **The Best Day and Time to Send Your Email Marketing Messages**
<http://www.rightmixmarketing.com/email-marketing/best-time-day-to-send-email/>
- **When Is The Best Time to Send Emails**
<http://kb.mailchimp.com/article/when-is-the-best-time-to-send-emails/>
- Infographic <http://blog.getresponse.com/new-infographic-best-day-to-send-email-2013.html>
- **Best Day of Week for Sending Marketing Emails**
<http://www.smartinsights.com/email-marketing/email-communications-strategy/which-day-of-the-week-is-best-for-sending-email/>

Legal Issues:

- **10 Tips for Avoiding Ethical Lapses When Using Social Media**
http://www.americanbar.org/publications/blt/2014/01/03_harvey.html
- **Social Media Networking For lawyers: A Practical Guide to Facebook, LinkedIn, Twitter and Blogging**

http://www.americanbar.org/publications/law_practice_magazine/2012/january_february/social-media-networking-for-lawyers.html

- **Ethical Issues for Attorneys Using Social Media**
<http://www.socialprofessional.com/2013/10/ethical-issues-for-attorneys-using-social-media/>
- **A Legal Guide to the Use of Social Media in the Workplace** (pp. 61 – to end)
http://www.gpmlaw.com/uploadedFiles/Resources/Related_Information/A%20Legal%20Guide%20To%20The%20Use%20Of%20SOCIAL%20MEDIA%20IN%20THE%20WORKPLACE.pdf
- **Understanding the Legal Issues for Social Networking Sites and Their Users -**
See more at: <http://goo.gl/7z6B6U>
- **Legal Issues in Social Marketing**
http://www.millercanfield.com/media/article/200120_LEGAL%20ISSUES%20IN%20SOCIAL%20NETWORKING.pdf
- **Social Media's Real Legal Issues** <http://www.hrexaminer.com/social-medias-real-legal-issues/>
- **Social Media & The Law – 11 Things You Need to Know Now**
<http://www.toprankblog.com/2013/10/social-media-law-smbmsp/>
- **10 Step Guide: How to Nicely and Legally Send Unsolicited Email**
<https://www.social123.com/10-step-guide-how-to-nicely-and-legally-send-unsolicited-email/>
- **CAN-SPAM Act: A Compliance Guide for Business**
<http://www.business.ftc.gov/documents/bus61-can-spam-act-compliance-guide-business>

General:

- **10 Tips to Maximize Email Marketing Open Rate and Conversion (Part 1 of 3)**
<http://www.e-nor.com/blog/general/10-tips-to-maximize-email-marketing-open-rate-and-conversion-part-1-of-3> (all three parts are decent)