

5 Ways to Use Email More Effectively as a Marketing Tool

June 27, 2024

Agenda

1. Introduction
2. Why Focus on Email
3. The 5 Ways to Use Email More Effectively
4. Q&A / Giveaway



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Why Focus on Email

Cold Emails

- Bought Lists
- Not acquired through website or other “legal” means
- Did not opt in to receive emails

If you absolutely need to send cold emails, use a cold email platform (Woodpecker.co, SmartLead)

Vs.

Email List

- Acquired through the website (contact or download form).
- Opted in to receive emails
- Otherwise gave a tacit agreement to receive emails from you (gave you a business card at an event etc.)

Use an email marketing automation platform (Mailchimp, Constant Contact, ActiveCampaign etc.)

Why Focus on Email

**For your acquired email list,
let's talk about where it sits in
the buyer journey.**

Why Focus on Email

It's here
(and why that's important)



The 5 Ways to Use Email More Effectively

No. 1: Establishing an Email Cadence/Frequency

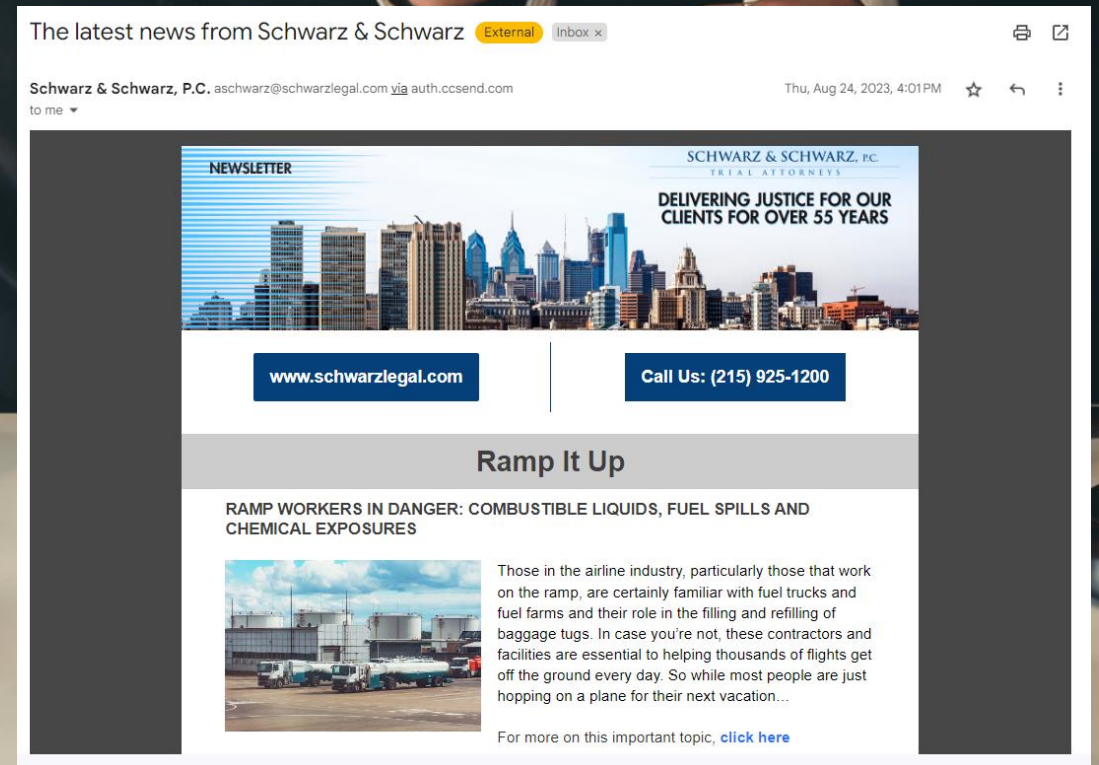
Email fatigue is a real thing, but most law practices are far, far away from that.

The 5 Ways to Use Email More Effectively

No. 1: Establishing an Email Cadence/Frequency

Let's make a general rule: Excluding automations, most legal practices (at minimum) should try to get out at least 1-2 emails per month. Up to 1 per week.

If you're not, you're missing the opportunity to stay top-of-mind.



The 5 Ways to Use Email More Effectively

No. 2: What to Write About / Content

Our advice: Focus on establishing your authority and expertise in your practice area(s)

The 5 Ways to Use Email More Effectively

No. 2: What to Write About / Content

How Do You Establish Authority

Here are some ideas about your particular practice areas:

- Did you know? (facts)
- Practical tips (situations to avoid)
- Easy-to-understand metaphors (that add a little social currency)
- Storytelling (“I had a client once...”)
- Case studies/Outcomes (Client got \$1m in a settlement)
- ...And, of course, the occasional email to push your services.



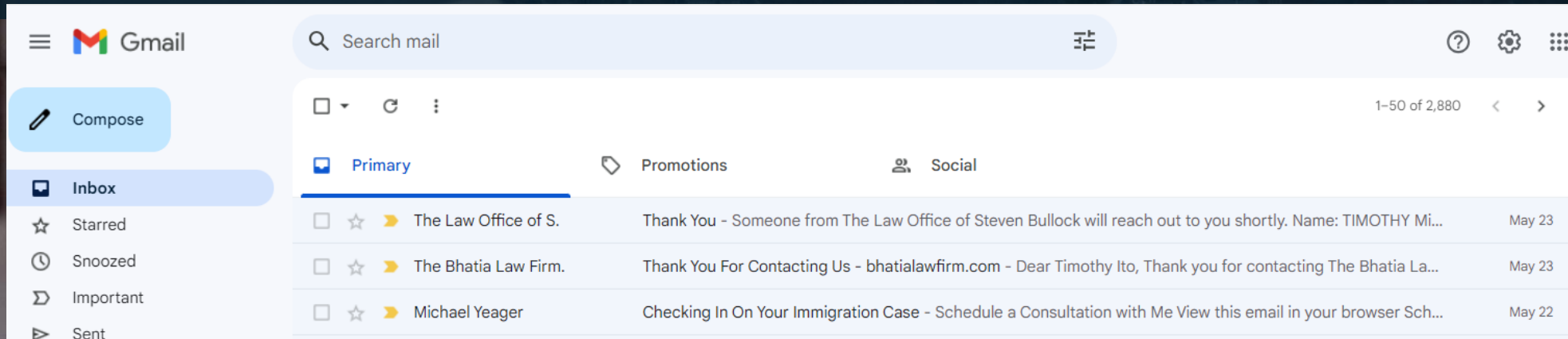
The 5 Ways to Use Email More Effectively

No. 3: Opens, Clicks, Visits: The fundamentals of maximizing email engagement

There are some basic email principles that are worth knowing.

The 5 Ways to Use Email More Effectively

No. 3: Opens, Clicks, Visits: The fundamentals of maximizing email engagement



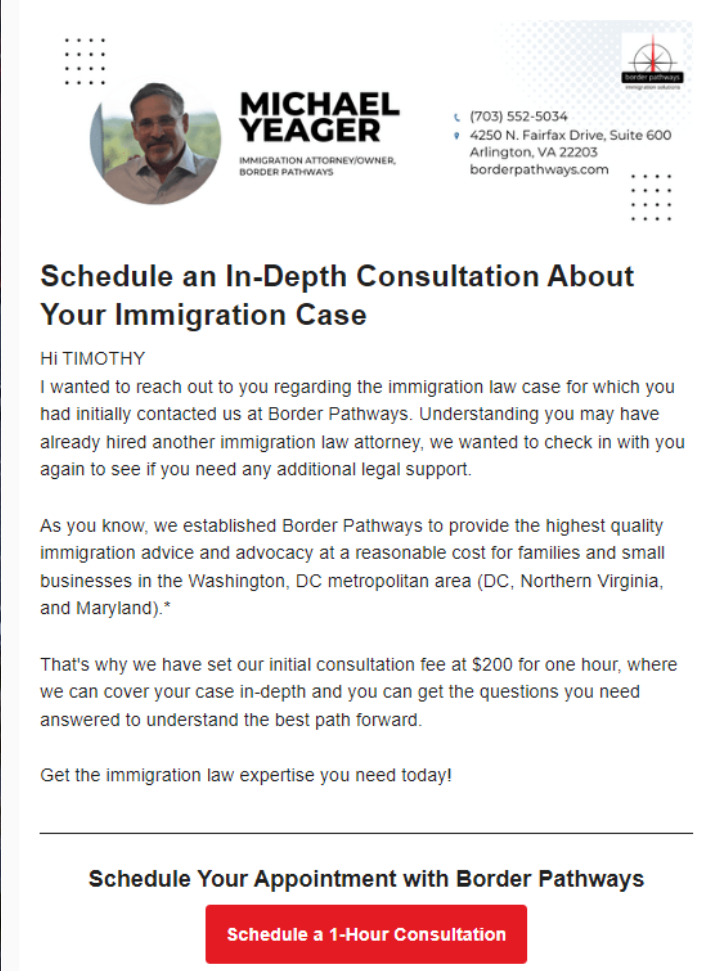
- Best Practice I (Opens):** 42 percent of recipients look at the sender name first, 34 percent look at the subject line first, 24 percent consider the preview text first.
- Instead of sending from the firm name, send from a person (like you)
 - Personalize the subject line if you can (“John, Checking in on your case...”)
 - Make sure the Preview text is long enough (about 150 characters in most email marketing automation platforms)



The 5 Ways to Use Email More Effectively

No. 3: Opens, Clicks, Visits: The fundamentals of maximizing email engagement

Best Practice II (Clicks): Make the email body easy to scan (especially if you're doing multiple sections)

- Consider the visual weight
- Have a clear call-to-action that stands out (both visually and color-wise)
- If you have more than one call-to-action make sure the button color is consistent and not so close to the other call to action.
- Make phone numbers clickable for mobile.
- Always allow for people to reply directly.



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Schedule an In-Depth Consultation About Your Immigration Case

Hi TIMOTHY

I wanted to reach out to you regarding the immigration law case for which you had initially contacted us at Border Pathways. Understanding you may have already hired another immigration law attorney, we wanted to check in with you again to see if you need any additional legal support.

As you know, we established Border Pathways to provide the highest quality immigration advice and advocacy at a reasonable cost for families and small businesses in the Washington, DC metropolitan area (DC, Northern Virginia, and Maryland).*

That's why we have set our initial consultation fee at \$200 for one hour, where we can cover your case in-depth and you can get the questions you need answered to understand the best path forward.

Get the immigration law expertise you need today!

Schedule Your Appointment with Border Pathways

[Schedule a 1-Hour Consultation](#)

The 5 Ways to Use Email More Effectively

No. 3: Opens, Clicks, Visits: The fundamentals of maximizing email engagement

Best Practice III (Time of Day): The timing really depends on your audience. Think about when they're mostly like to engage.

- The highest opens occurs at midday (makes sense people check on a lunch break)
- Highest clicks are often overnight.



OPENS

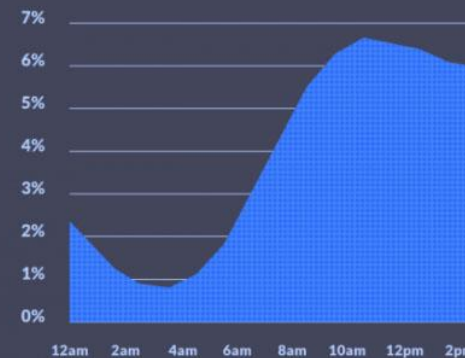
People check email first thing (AKA in bed) but may not click



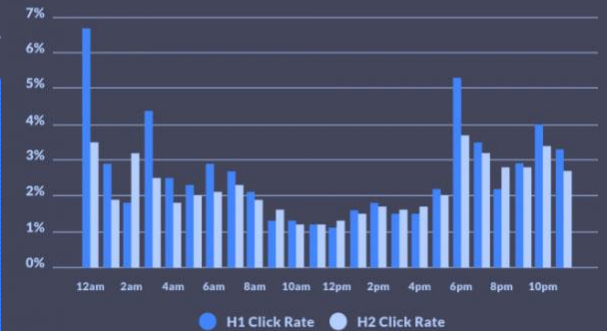
CLICKS

At least one study found that the highest click rates came for emails scheduled to arrive at 12 AM or overnight (which were opened and clicked in the morning, in most cases)

PERCENTAGE OF SUBSCRIBERS' OPTIM BY HOUR AND DAY



AVERAGE CLICK RATE BY TIME SCHEDULED



The 5 Ways to Use Email More Effectively

No. 3: Opens, Clicks, Visits: The fundamentals of maximizing email engagement

Best Practice IV (Day of the Week): In general, Tues. – Thurs. is better than Monday and Friday but it really depends.

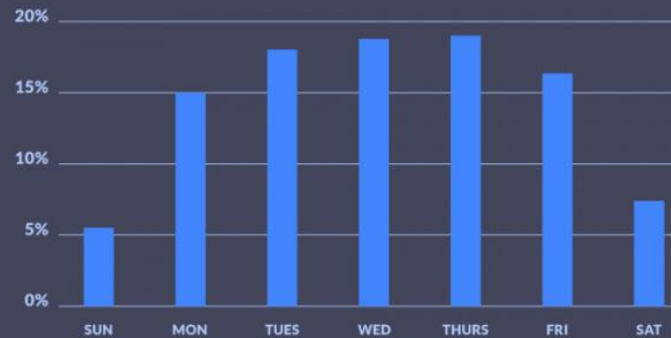
- Note: If you're a B2B lawyer the midweek is best.
- ... But for weekends might be ideal for entrepreneurs or executive audiences.



B2B EMAILS Normal People

AKA 8-5 office workers who don't check their work email at home

EMAIL OPENS BY DAY OF WEEK

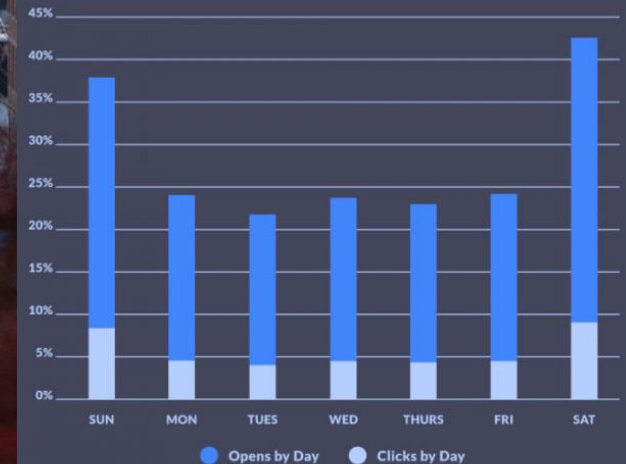


Most studies from a cross-section of emails find that mid-week (Tuesday or Thursday) have the highest opens and clicks. Likely because most people don't check emails on weekends.



B2B EMAILS Entrepreneurs / Workaholics

AKA people who check and respond to email all day, every day



Weekends may yield higher open and click rates if your audience checks their email on the weekends.

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

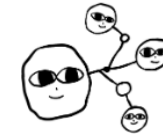
Why Automation?

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

Automation...

- Saves you time
- Allows you to stay in front of more potential clients or helps you better manage existing clients
- Can be personalized to an activity or behavior, which is often gets the best engagement



Create a map of your contact's journey

Put your contacts on a path that's right for them. With a customer journey, you can always be there for your contacts when they need you most.

Name 39/100

Personal Injury Form Submission Journey

Start Building

[Learn more about journeys](#)

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

How do automated emails work?

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

It starts with a triggering event. What is a triggering event?

- Inquiry/Contact form submission
- A content download (webinar, e-book, whitepaper, video, graphic, guide)
- An industry segment/practice area that is logged in the CRM.
- A newsletter signup or website registration

But also...

- An email open or click (positive response)
- An appointment
- A non-response or inaction
- A process flow stopped by the user (example: Not watching a video all the way through or not going through a full-step process)
- An elapsed period of time

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

Once your Email Marketing Automation system recognizes that trigger (either from its own system, a connected CRM, the website etc.), it kicks off an email campaign.

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

DEFINITION

Nurture Campaign = Drip Campaign = Email Journey

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

The Key: Integrated Systems & Strategy

Make sure your email marketing automation system is connected to both your website and any CRM you might use.* And developing the content that will drive engagement.

*Many email marketing automation systems double as a CRM

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

The image illustrates a marketing automation workflow. On the left, a contact form titled 'CONTACT US' is shown with fields for First Name (TIMOTHY), Last Name (ITO), Phone ((703) 465-0098), and Email (timito4@gmail.com). A dropdown menu indicates the user is a potential new client. A text box contains the message: 'I'd like to get a consultation on a K1 visa and the OPT rules regarding that visa.' Below the form is a disclaimer: 'By submitting, you agree to be contacted about your request & other information using automated technology. Message frequency varies. Msg & data rates may apply. Text STOP to cancel. Acceptable Use Policy.' In the center, a 'THANK YOU!' page is displayed with the text 'SOMEONE FROM OUR TEAM WILL REACH OUT SHORTLY!' and a 'Back To Home' button. On the right, an email autoresponder is shown with the subject 'Thank You For Contacting Us - bhatialawfirm.com' and the body text: 'Dear Timothy Ito, Thank you for contacting The Bhatia Law Firm P.C.! We have received your message, and we will get back to you as soon as possible; however, if you need immediate assistance, please give us a call at (703) 215-3036.' The footer of the email says 'For More Information Please visit our website'.

That's a pretty straightforward and simple autoresponder (automation). Something that should be attached to all your forms. Let's talk about automation more in-depth...

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

Two Types of Automations

- 1. Simple/Linear (Audience gets email 1, then email 2, then email 3, etc.)**
- 2. Non-Linear (If/Then “Tree”) (e.g., Entire audience gets email 1, openers get email 2a, non-openers get email 2b., etc.)**

For many reasons, let's focus on no. 1 for now.

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

I. Based on a website submission or other site activity (linear):

- **For general inquiries:** Autoresponder (previously shown) + add subsequent emails to talk more about the firm or FAQs about the legal process.
- **For content downloads:** Based on the content topic, develop a campaign that nurtures individuals to your services in that particular practice area.
- **For newsletter signups:** A welcome email series
- **Based on practice area inquiry:** (e.g., family law firm – divorce, child custody, property division, etc.). Run concurrently with sales process.

II. Based on CRM / Segmentation / Activity (linear and non-linear):

- **Based on inquiry non-response** (e.g. someone submits an inquiry and you as a firm follow up but then no response from the potential client. Need to have data in CRM.)
- **Client Onboarding:** A client-specific welcome email series/ things to keep in mind/basic initial submission documents and reminders.
- **For appointments:** Reminder emails are great.
- **For birthdays, anniversaries:** A customer service personal touch.
- **For Established Process:** Set automated reminders for individuals to submit needed documentation.

The 5 Ways to Use Email More Effectively

No. 4: Set Up Marketing Automations (and Make Them More Effective)

The screenshot displays a 'Customer Journey Builder' interface for a 'Personal Injury Form Submission Journey' (Draft). The interface is divided into several sections:

- Left Panel:** A 'Create a map of...' section with a 'Name' field containing 'Personal Injury Form Subm...'. A red arrow points from this field to the 'Tag' field in the 'Tag added' section.
- Tag added section:** A 'Tag' field containing '3-4-21 Webinar'. Below it, a 'Filter who can enter this journey' button is visible.
- Customer Journey Builder section:** A 'Tag added' notification, a 'Change starting point' button, and a 'Filter who can enter' button. Below these are two 'Send email' actions, each with the text 'Email contacts from your customer journey'. A '1 week delay' action is positioned between the two email actions.
- Right Panel:** A 'Send Test' button and a 'Live expert help' button. Below these is a 'Filter who can enter' button and an 'Add starting point 2' button.

Two red arrows highlight key elements: one points from the 'Name' field to the 'Tag' field, and another points from the 'Filter who can enter' button in the 'Customer Journey Builder' section to the 'Filter who can enter' button in the 'Right Panel'.

The 5 Ways to Use Email More Effectively

No. 5: Designing an email that drives your goals and measuring success

Here focus on projecting the same visual brand as you do on the website, social media, etc.

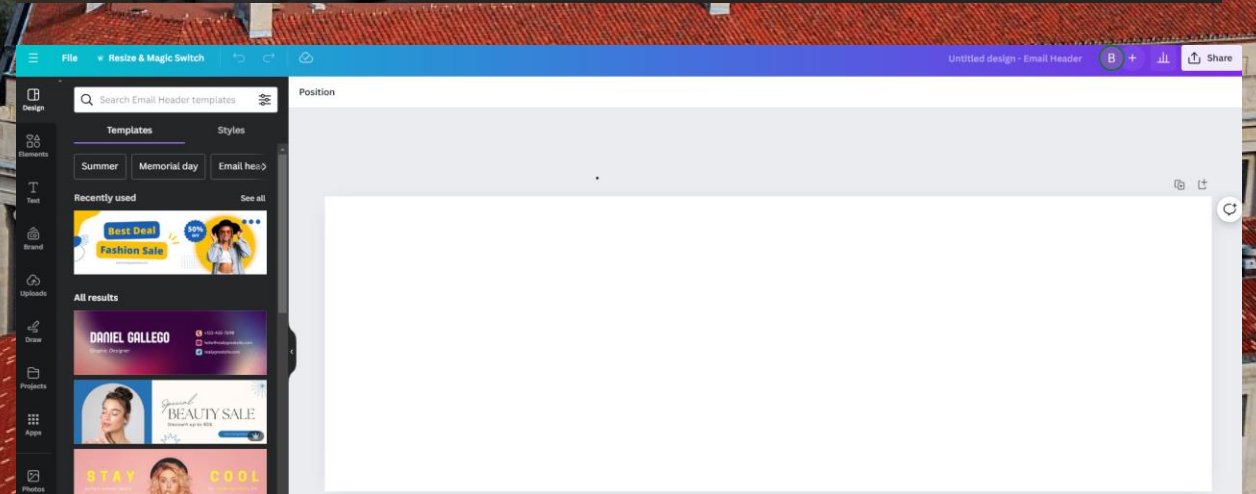
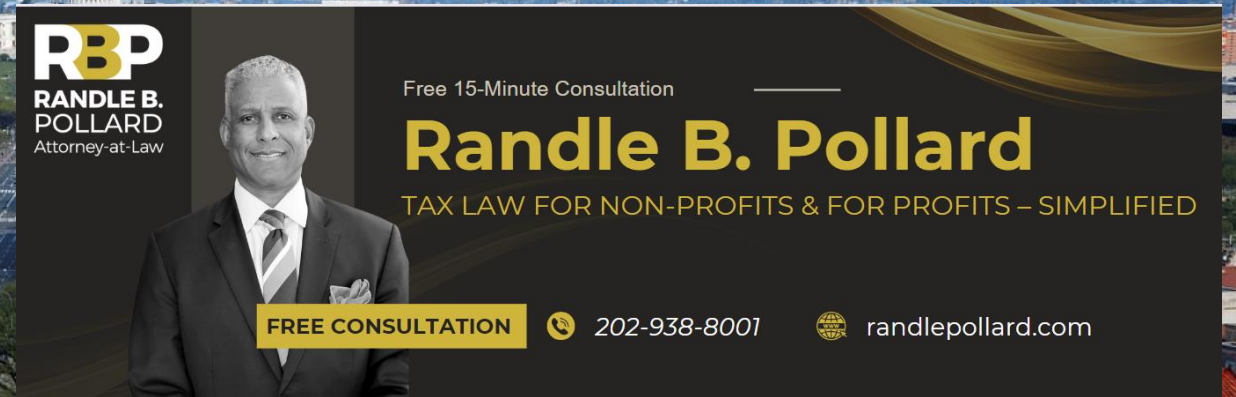
The 5 Ways to Use Email More Effectively

No. 5: Designing an email that drives your goals and measuring success

Design Aspect No. 1 (Header)

Generally, you can make this 600x200 and it will work in most email platforms. It adds to your visual identity.

- Keep the same font as the website
- A visual that conveys either the geography, practice area, or you as the principal owner helps.
- Reinforce contact information & phone numbers.
- Use Canva

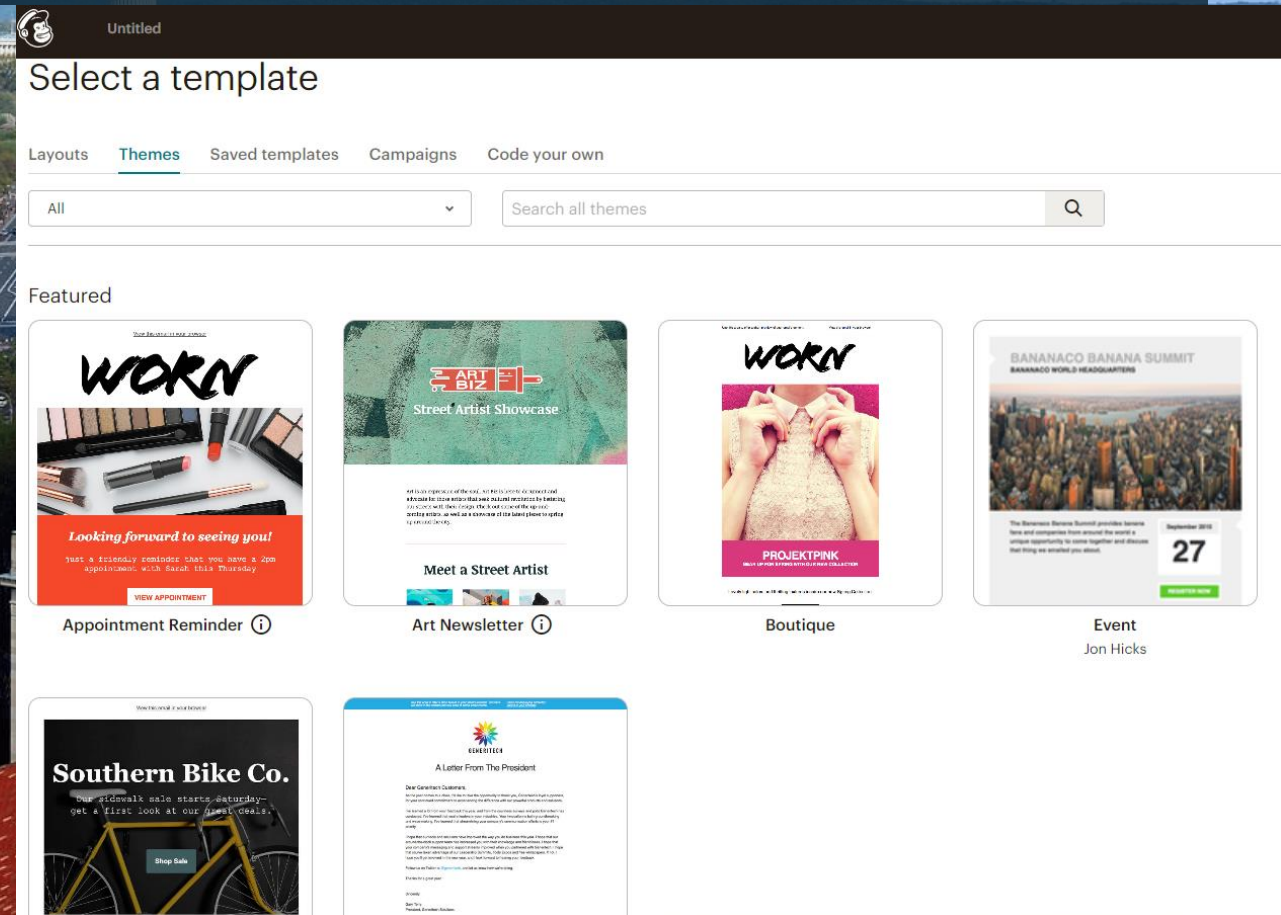


The 5 Ways to Use Email More Effectively

No. 5: Designing an email that drives your goals and measuring success

Design Aspect No. 2 (Email Template) Don't reinvent the wheel. Most email platforms have very workable existing templates.

- Choose one that conveys the brand narrative you want to project.
- Pay attention to design (rounded shapes vs. sharpened edges, what does your site use?)



The 5 Ways to Use Email More Effectively

No. 5: Designing an email that drives your goals and measuring success

Design Aspect No. 3 (Text & Tone)

As an attorney, the inclination may be to write – a lot. And you can certainly do that (if your audience will read it). But remember, the point of email is to really get people to go someplace else. All you have to do is tease it enough. (On the right might be too much!)

Also, keep the same tone as the website. If you're funny on the site, be funny in an email.

Schwarz & Schwarz In The Field

IAM Committee of the Future: Ensuring Members' Voices Are Heard

How should unions identify and develop future leaders? How can we improve diversity in union leadership positions? These and other important questions were recently part of IAM's Committee of the Future event attended by [Alex Schwarz](#) in Philadelphia.



The International Association of Machinists and Aerospace Workers (IAM) is hosting these groundbreaking events all over the country. [Click here](#) to learn more.

Case Spotlight: Catastrophic Injury

Many workers are unjustly injured due to hazardous conditions, equipment malfunctions, or chemical exposures. Schwarz & Schwarz is dedicated to pursuing the justice they deserve. Our commitment is to provide comprehensive representation to our clients, aimed at alleviating the burdens they bear in the aftermath of a tragic accident.

Recently, Attorney Daniel Schwarz achieved a substantial multimillion-dollar verdict on behalf of a client whose life has been forever altered by a catastrophic injury. This injury necessitates lifelong medical care, rendering the individual permanently debilitated. Compounded by the severity of the injury, the client's ability to work has been compromised, resulting in the loss of their primary source of income and medical benefits.

During a period when the client was undergoing an array of medical interventions, Mr. Schwarz undertook the case. Demonstrating unwavering dedication, Mr. Schwarz declined numerous settlement offers that fell short of what he deemed just for the client. Ultimately, he secured an award that left the client with the ability to obtain lifelong medical care. Thanks to this settlement, the client can now access the essential healthcare they require, alleviating concerns about the financial repercussions of their work-related catastrophic injury.

The 5 Ways to Use Email More Effectively

No. 5: Designing an email that drives your goals and measuring success

What to Measure (Optimization)

- Total Opens / Open rate (20%)
- Total Clicks / Click-through rate (15% of Opens)
- Total Conversions / Conversion rate (will vary)
- Total Unsubscribes / Unsubscribe rate (.25% is avg.)
- Traffic Spike: See if there was a surge in traffic (page/web site/target link) the day of and the day after you sent the email.

369 Opened	10 Clicked	15 Bounced	5 Unsubscribed
Successful deliveries	651 97.7%	Clicks per unique opens	2.7%
Total opens	563	Total clicks	15
Last opened	5/24/24 2:57PM	Last clicked	5/24/24 3:49AM
Forwarded	0	Abuse reports	0

The 5 Ways to Use Email More Effectively

No. 5: Designing an email that drives your goals and measuring success

Other Tips and Tricks to Maximize Performance

- Use the tools available to you in each platform.
- Take advantage of AI. More businesses are using this in email than ever before.

Audience

Border Pathways
Immigration Solutions

URL

http://eepurl.com/if_Uqj

Shortcuts

Resend to new
subscribers

Resend to
non-openers

Edit & resend →

Edit & resend →

Marketing Nice Guys: How We Can Help Private Practice Lawyers

60-Day Marketing Accelerator for Law Firms

- **Market Differentiation and Brand Development Strategy**
- **Lead Acquisition Setup & Strategy (Content & Advertising)**
- **SEO and Website Optimization & Content Calendar**
- **Lead Nurturing Workflow (Email/CRM/Website Integration)**
- **Documentation, Training & Handover**

Marketing Agency Management Solutions

We also provide services a la carte or packaged

- Brand narrative and marketing strategy development
- Managed social media marketing & advertising
- SEO and content strategy & development
- Paid search & display services
- Email marketing & automation/lead generation
- Website design and development services

The Advertising Guide for Law Firms

Which ads should you buy? What platforms? What's the ad strategy? Download our advertising guide and get the recommended ad types for law firms, strategies, tactics, and more.

Free Download

<https://marketingniceguys.com/advertising-guide-for-law-firms/>

Or, email us and we'll send you a free copy.

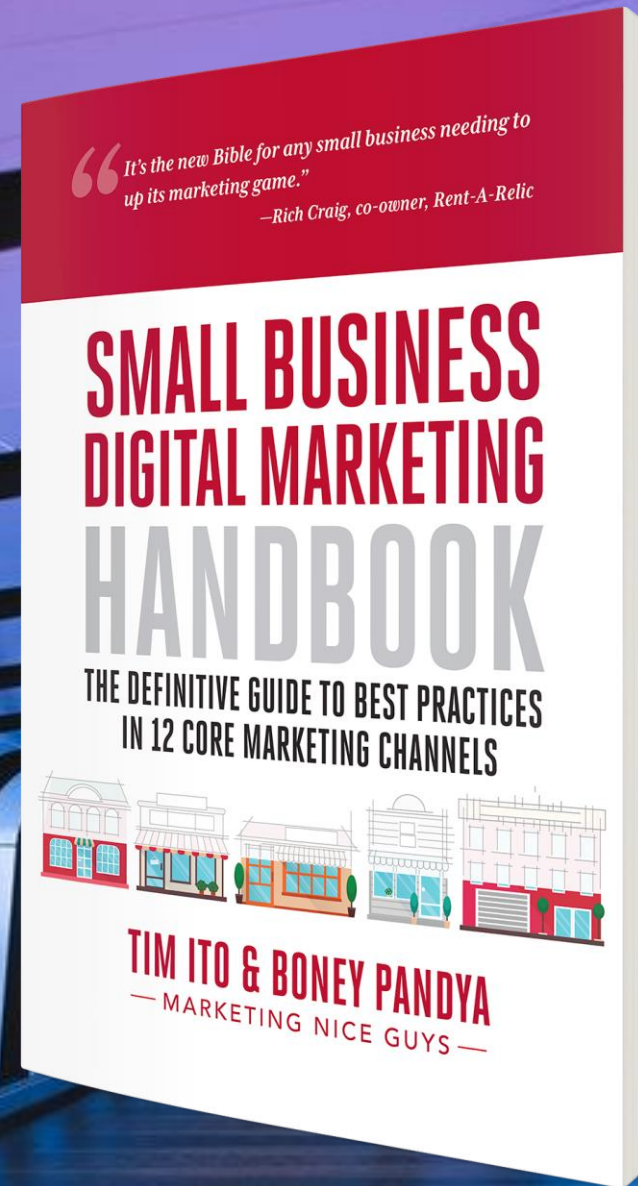
The Advertising Guide for Law Firms



Book Giveaway: Small Business Digital Marketing Handbook

The marketing funnel is 100 years old this year. Who created the basis for the first marketing funnel, known as AIDA?

1. Henry Ford
2. Dale Carnegie
3. E. St. Elmo Lewis/William Townsend
4. William Proctor/James Gamble
5. John Kenneth Galbraith
6. Helena Rubinstein



Q&A

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