

RED DE FIRMAS

How to  
create efficient  
client alerts that  
your clients  
actually read.

By Pepe Toriello



# Email marketing

I know what you are thinking.

*“We have years sending emails to our clients with client alerts. It is not new for us.”*

Maybe you downloaded this guide because you wanted to innovate your law firm’s marketing strategy using social media and getting a better ranking in Google.

Well, let me tell you something. Email is not dead, and is still one of the best online marketing tools for two main reasons:

- Email is one of the first things that we open when we wake up, and
- It is one of the best tools to have 1-on-1 conversations with your audience.

Yes, our inbox receives many emails every day, and it is tough to get your audience to open them all. Well, so does your posts on social media.

The main difference is that you depend on an algorithm to appear in your audience’s newsfeed. There is no [organic drop](#).

However, you can be sure that your emails will go directly to your audience inbox (unless your email is in their spam folder).

Like any other online marketing tool, you need to have a strategy to increase the open rate of your emails and that your audience reads them.





## Newsletters or client alerts

Writing a newsletter is a powerful tool for sharing with your audience relevant information about their market, legal updates, or information about the other practice areas in your firm.

It is crucial to target your emails to the people that will be interested in the information you want to share.

If you email general information, then, the response of your audience will be below average.

Remember that we all have our inbox with hundreds of emails, and you need to compete with all of them.

I will show you some recommendations on how to clean your email list, choosing the right email marketing service, and automatically personalize your emails.

## Importance of delivering valuable information

We already discussed this in all previous chapters: Content marketing is all about delivering relevant information consistently.

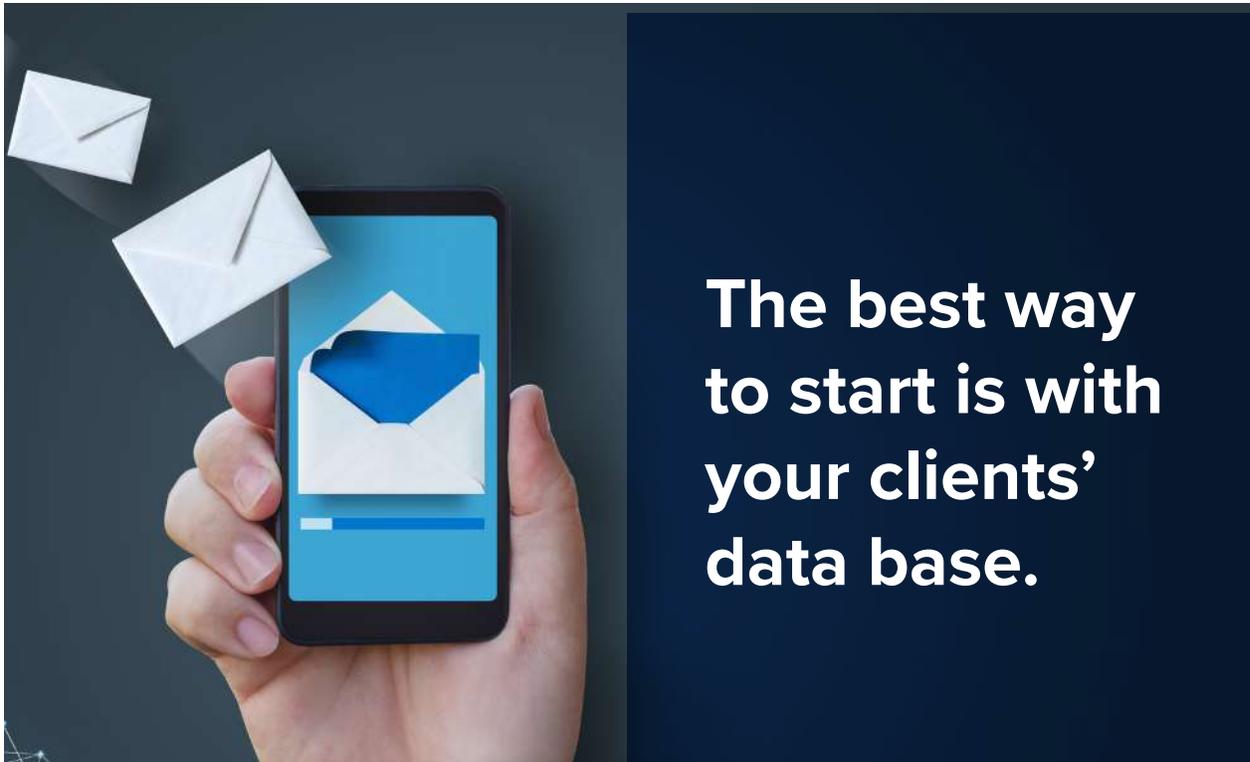
With emails, it works the same.

10-years ago, people used to subscribe to any newsletter and read almost every email they got in their inbox. It does not happen anymore.

For Gary Vaynerchuk, Chairman of [VaynerMedia](#), email is all about delivering on promises. If you promise terrific, exclusive content and you provide, you'll keep intrigued high.

## A. Building Your Email List

You'll need a list of people before you start sending emails. Right



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The best way to start is with your clients' database.

As a first step, you have to have your contacts organized.

Start by creating a spreadsheet and add your contacts, including the following information: first name, last name, email, company, and title.

After a couple of years working in a law firm, we all have a personal collection of thousands of

business cards in a drawer of our desk. Take them out and start saving their contact information.

Sounds great to have an email list with more than 10,000 contacts. However, this does not mean that they are all prospects that will be interested in your content.

So, clean up your contact list and delete the contacts that are not relevant for your market.

Once you have your contacts organized, we can move to the next step.



## B. Segment your contact list

You have to send emails that are relevant for your audience to be successful.

The information you share to a prospect may not be of interest to a current client that you have worked with for years.

Alternatively, your clients in the oil & gas industry may not be interested in reading legal updates regarding compliance obligations for banks.

You have to deliver information that is relevant for each person that receives your newsletter. Otherwise, people won't open your emails.

The next step you have to take for your email marketing strategy is to segment (or tag) your clients in lists. It will help you to deliver information like if you were talking directly to them.

By default, you should start segmenting your client database with the following classification:

- Current clients.
- Prospects.

Once you have organized your contacts, then, I recommend classifying them accordingly to their industry. The more specific you are, the more relevant your information will be for your audience.

By doing this, you will be sure that the people on each email list will be interested on the information you want to share.



## C. You need an email service provider

It is not an option anymore. You need an email service provider.

Here are some reasons why in case you are still not convinced:

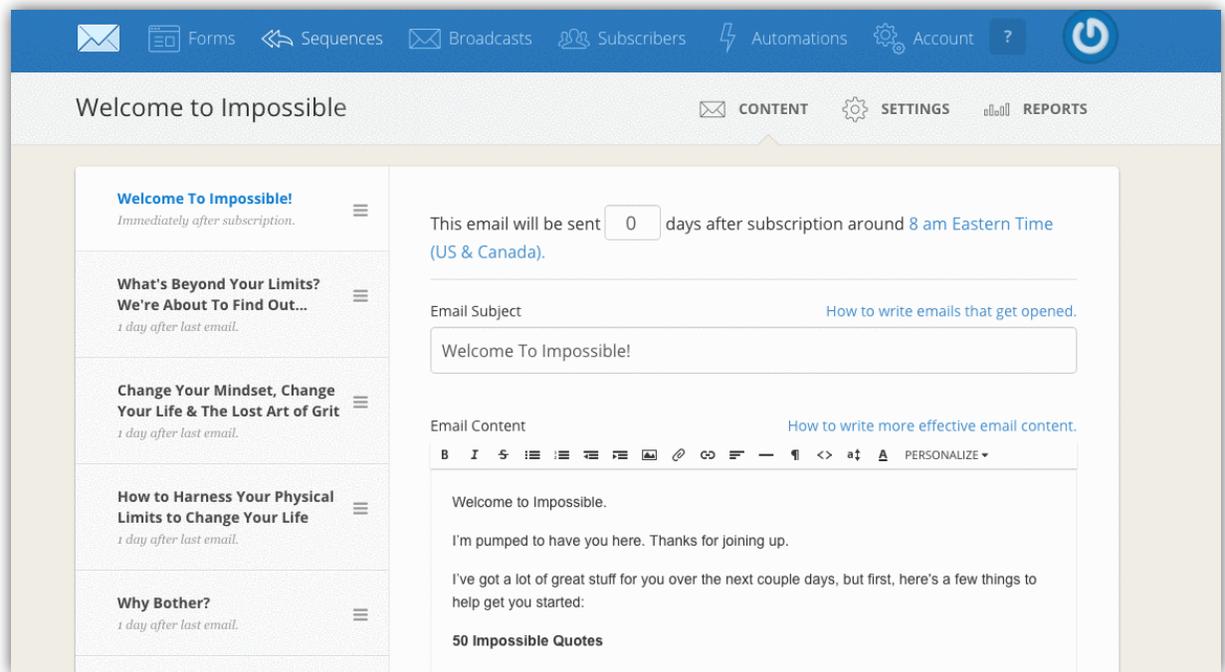
- Send as many emails as you want in seconds.
- You can classify or tag your contacts.
- You can monitor the open rate.
- Automate the delivery of email sequences.

In summary, it will help you to work on your email marketing campaigns in just a fraction of the time than it would take by using Outlook.

Additionally, you will be able to know who is opening your emails and how your recipients are engaging with your content.

It is crucial because you need to monitor your results to know if it's working.

Some numbers you want to know are open rate, click rate, Unsubscribed rate.



According to Pat Flynn, the [open rate for emails](#) in all industries is less than 20 percent. If you're above 20 percent, you're doing pretty well.

MailChimp published a report called [Open rates Benchmark Study](#), which found that the legal industry has an average open rate of 21.4%, a 2.71% click rate, and a 0.22% unsubscribed rate.

You want to be over those numbers to know if your email marketing efforts are working.

## Which are the email service providers I recommend?

There are a lot out there. However, I recommend you starting with [MailChimp](#) because it is easy to use and has a free trial version.

Once you feel comfortable using their tools and want to use more advanced automation tools, then I would definitely recommend you using [ConvertKit](#). It is the one I use.

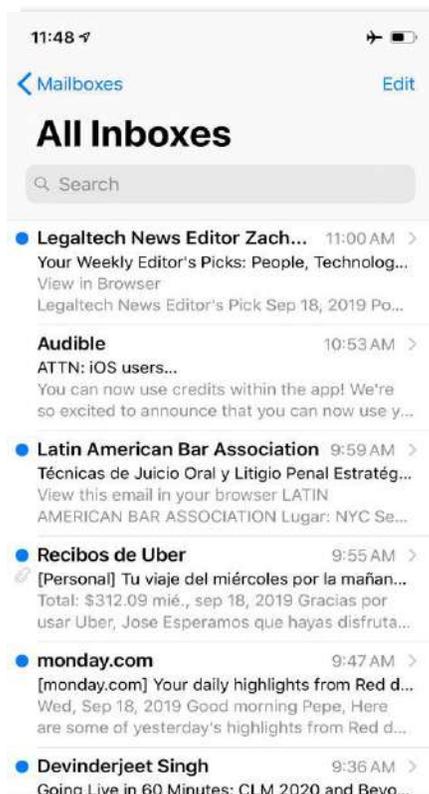
## D. Personalize your messages

Finally, to run a successful email campaign, you need to personalize your messages.

Everybody likes to be called by your name and to know you worked on something exclusively for you.

The exclusivity part may not be entirely accurate, but you can send emails that look, well, almost exclusive.

There are two places to take special care for this: the subject line and the email body.



### Subject line

The subject line is the first thing you read when receiving a new email, so you have to pay much attention here.

You have around 50 characters to grab their attention and make your audience to open your emails.

I use a straightforward trick. I put my contacts' names in the subject line and tell them what the email is about in 5 words.

Steli Efti, CEO of Close.io (another email service provider), published a very cool guide with several of his best tips and examples for [crafting better subject lines](#). I recommend you check it out.

## Email content

Remember, we want to keep our email personal and avoid looking generic.

You do not read an email that uses an ugly template with a big logo at the header. It looks like a copy of a shitty e-magazine.

I'm not particularly eager to use email templates. I want to keep them as simple as possible and easy to read.

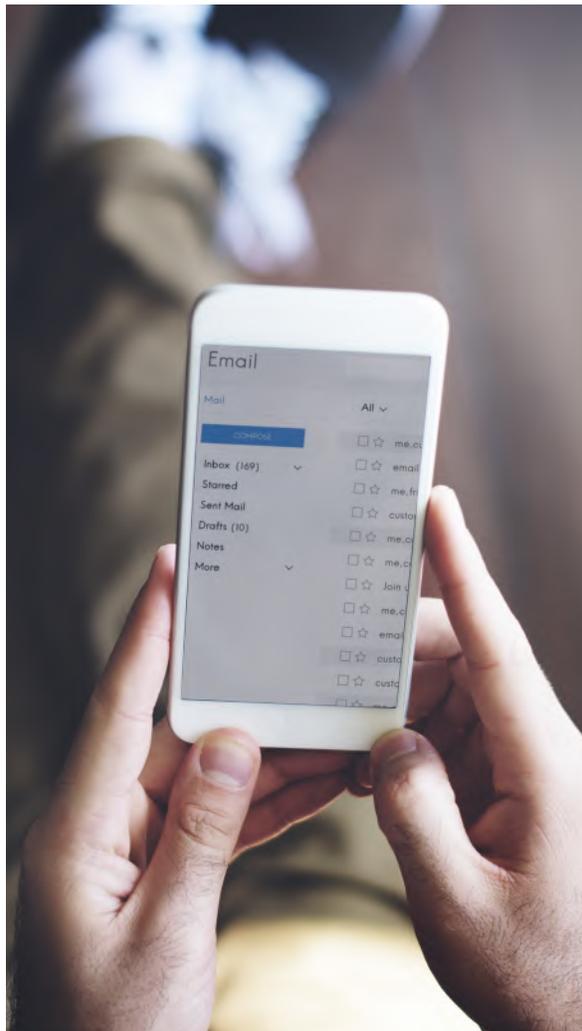
The only images I would recommend including is your logo at the beginning and one picture in the middle with your call-to-action.

Include some personal information from your contacts like their first name and their company.

You can do this easily with ConvertKit by using [merge tags](#).

Finally, my last recommendation is to cut the clutter and go straight to the point. People spend less than a minute to read an email.

Give a summary of what is your article about and a link to go to your website.



## Mobile friendly

We all know how much time people spend on their smartphones every day. So, you should expect that, at least, half of your emails will be open on a smartphone.

Your emails must be mobile-friendly.

In case you are using a template, then be sure that it is a responsive template that can be read correctly on any display.



## About Pepe Toriello

Pepe Toriello is the founder of Red de Firmas. He's been a guest lecturer to speak about legal innovation and online marketing at schools like ITAM, Northwestern, and Fordham Law.

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## About Red de Firmas

Red de Firmas is a legal innovation consulting firm.

We help lawyers to implement legaltech tools service and to develop content marketing strategies to deliver a better client experience.

[Schedule a call today!](#)

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