

## Secrets to Email Marketing Success

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### *Entice Your Reader with these 10 Email Marketing Tips*



Did you know that email marketing is **FASTER, MORE EFFICIENT** and **COST EFFECTIVE** than any other direct marketing vehicle?

It's true!

Email marketing is one of the best ways to promote your practice - *if* it's done correctly.

Harry Mills, author of *The Rainmaker's Toolkit*, offers these 10 email marketing tips that will help make your campaign a smashing success.

#### **1. Establish your marketing goals.**

Start by listing specific, measurable and trackable goals you plan to achieve.

For example, calculate the number of leads you want to generate.

#### **2. Segment your market.**

Who do you want to communicate with? Identify the target group of prospects you want to influence.

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### **3. Specify your call to action.**

What do you want your readers to do?

Visit a specific Web page?

Sign up for a survey?

Respond to an invitation?

### **4. Choose an appropriate message format.**

Before you hit send, preview your message in a number of different formats (ie text, HTML, Rich Media).

Each format has different pros and cons, so be sure to spend some time reviewing each one.

### **5. Write and design your content.**

A persuasive message must be **personalized, easy to read, relevant, and benefit-oriented**.

Don't forget to include a privacy policy and an unsubscribe mechanism.

### **6. Estimate the number of mailings.**

Campaigns often work better when they consist of a number of related messages spaced over time. These need to be planned.

### **7. Measure your responses.**

Keep track of who is responding to your mailing or call to action by investing in software that can measure what you need.

[eLawMarketing](#) is one outsourcer that offers full tracking and analysis packages.

### **8. Be prepared to handle many responses.**

If your campaign is successful, you may become overwhelmed with email responses and/or phone calls. This is a good thing, but be sure to have the resources in place to handle the boom in responses.

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## 9. Plan for bounces.

20% of your messages will come back as "bounced messages." These types of messages come in two forms:

- **Hard bounces** - email address doesn't exist.
- **Soft bounces** - recipient's server is down or their mailbox is full.

Hard bounces have to be deleted. Soft bounces have to be resent.

## 10. Test your message on a variety of platforms and systems.

Make sure that your message can be read by a variety of browsers and servers.

Remember, one of the secrets to a successful email marketing campaign is the message.

It should be clear AND handcrafted to entice the reader into taking action.

It takes just one click to open an email and **GET THEIR ATTENTION!**

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