

By strategically placing links in your law firm emails, and clearly communicating where the links go, you'll increase your click rates and get your message out to more readers.

Click rates, or the percentage of email recipients that click links in your law firm email to read more, can be even more important than open rates. Think about it, while you want as many people as possible to open your email, it's those that are interested enough to click on a link to learn more about your topic, register for a seminar or simply get more information about your firm that are your most qualified prospects.

In the last two years, law firm click rates (sometimes referred to as conversion rates) have remained virtually flat. Here's some thoughts on how you can increase the number of people who take that extra step to click through to learn more.

- **Keep it compelling.** Since your real goal is to drive readers to click on a link to learn more, make sure your copy is interesting. Don't give away all the details, since that takes away the incentive to click to learn more, but include enough information so they will know what to expect if they click your link.
- **Design is important.** While writing compelling copy is key, creating a design that is easy to read and navigate is equally important. Remember, your readers have tons of other emails to view, so make it as easy as possible for them to find the information they need – quickly. Position your call to action throughout your email, at the top, middle and bottom, so those that only read “above the fold” or scroll to the bottom first, will have the information they need to make a decision. Use the all-important upper left hand corner for your most important message, since that is what most people read first. Break up long blocks of copy (or avoid them in the first place) with photos and other graphics that assist in communicating your messages.
- **Don't “over-link” your email.** Avoid the temptation to make everything in your email “clickable.” While many think this raises click rates, it usually just confuses readers and means you'll get deleted faster. Include multiple links, and strategically place links throughout your email, but don't over do it. You want your readers to quickly understand where the link will take them, and if there are too many, it will drive them away.

eLaw Marketing recently released the results of a comprehensive study called, “The State of Law Firm Email Marketing – Benchmarks, Trends and Best Practices.” This report benchmarks five key performance metrics generated by email marketing campaigns aggregating 6,896,610 emails distributed by their 25 most active law firm clients during four consecutive 6-month periods running from July 1, 2008 through June 30, 2010, and was used as reference in this post.