

Email Marketing: Why Use Us?

Why Select eLawMarketing Over a Cheaper Email Blast Service?

We often get asked this question by prospective clients evaluating our email marketing service. Here's why we think you'll get better results with us:

• Legal Industry Expertise

As an agency, we offer much more than just email marketing software. We regularly provide our clients with **tactical and strategic advice tailored to the business needs of law firms**. This "value-added" approach is rooted in "best practices" developed over many years serving the email marketing needs of **over 100 law firms**. To learn more about the value we bring to the table, visit the "Email Marketing" section of our blog at: <http://www.lawycasting.com>.

• Cutting Edge Design

We won't limit you to "cookie cutter" email templates. Instead, our designers can prepare **custom templates** with strong visual impact and **custom graphics** that serve as effective calls-to-action. We also employ **design "best practices"** to minimize the impact of technologies such as filters, image blocking and preview panes.

• Optimized Deliverability

With cheaper email blast services, your firm will be sharing an IP address with all sorts of mom-and-pop businesses. This should give you pause since the deliverability of your emails, and the reputation of your domain, can be adversely affected by the poor practices of other accounts sharing your IP address. With eLaw, your firm will get its own **private IP address** with optional access to additional services like authentication to maximize deliverability.

• Flexible Feature Set That Evolves With Your Program

For firms just starting out with email marketing, our **Core Edition** offers a rich set of features that will meet the needs of any firm. As your email marketing program grows in scope and complexity, we offer upgrades to **advanced features** (generally not available with the cheaper email blast services) that address specific challenges such as:

- o Integrating with CRM and web analytics applications
- o Maximizing deliverability
- o Handling online registrations for events
- o Creating emails in foreign languages
- o Centralizing brand management for global law firms

Schedule a Demo Today

To schedule a demo of our email marketing service, please contact us today at 866.833.6245 or sales@elawmarketing.com.

"The folks at eLawMarketing are the authorities on email marketing for law firms."

– Larry Bodine, Publisher,
The Law Marketing Portal

"The real value of eLawMarketing is the advice and insight they constantly offer to clients. I have seen almost immediate results whenever I follow their guidelines."

– Vickie Gray, Chief Marketing
Officer, Ober Kaler

"eLawMarketing is well run and their team is always willing to lend advice when needed. They are great problem solvers and I would recommend them to anyone searching for email marketing services in the legal community."

– Kyle Shumate, Communications
Specialist, Dinsmore & Shohl LLP

"eLawMarketing's email marketing software has been easy to use and economical, all while helping us produce professional electronic communications. Our account executive is readily available to assist with the use of the software, as well as provide useful recommendations, and address urgent last minute requests."

– Audra Callanan, Director of Marketing,
Hamilton Brook Smith Reynolds