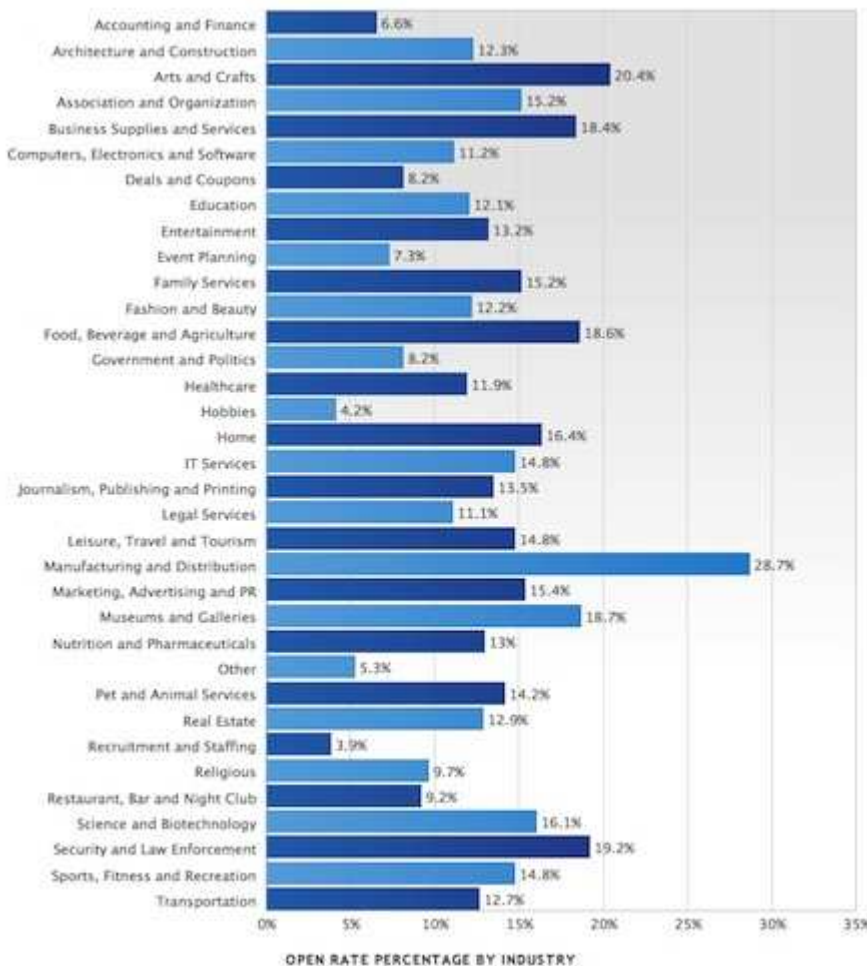


[Latest Info on Email Newsletter Open Rates, Clicks and What Works](#)

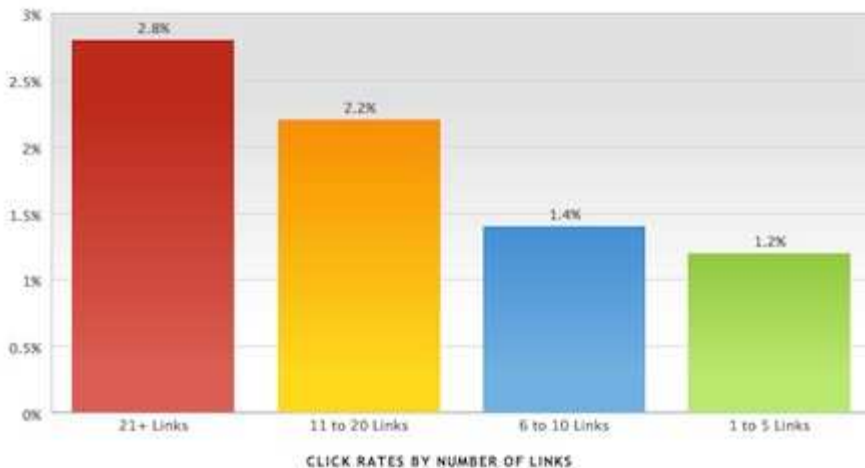
by [Stephen Fairley](#)

According to [MailerMailer's Email Marketing Metrics Report](#), email newsletters with short subject lines – no more than 15 characters – generate the highest open and click-through rates.

Based on an analysis of 1.4 billion emails sent in 2012, the report studied email open rates across 35 different industries, including legal. Here are the findings:



When it comes to click-through rates, the legal industry standard was 1.1%, which is not the lowest median rate across industries, but is in the lower third. The report also found that **click rates increase with the number of links in an email**:



Scheduling also has an effect on open and click rates. While Tuesdays and Wednesdays yielded the highest open rates, Sundays delivered the highest click rates. When it comes to time of day, the study found that messages delivered between the early evening and early morning had both better open and click rates. Overall, the report concluded that:

Declining open and click rates may be due in part to the growing use of engagement metrics.

Recipients may check their messages at separate times from when they actually engage with them.

Personalization appears to be experiencing a comeback, perhaps related to the rise of predictive marketing.

Tuesday may be considered the most successful day in terms of overall recipient activity. It boasts the highest open rates and second highest click rates.

Sending more frequently resulted in a lower average bounce per send.

Messages scheduled for delivery between 4pm and 10am produced the best response in terms of highest open and click rates.

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Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 9,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.



Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 10 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago. After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 33 countries. He enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information or to purchase one of Stephen's law firm marketing products [click here](#).

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