

## Email Marketing: Make Your Campaign Memorable

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### *Stay Top-of-Mind with Clients with an Effective Email Marketing Campaign*



It is said that the average person can store up to seven things in his or her short-term memory. This does not bode well if you're banking on the idea that a client's memory of his last face-to-face encounter with you will bring him back for more business.

As a legal professional you want to stay top-of-mind with your clients - and make your way into their long-term memory.

This is where email marketing comes in.

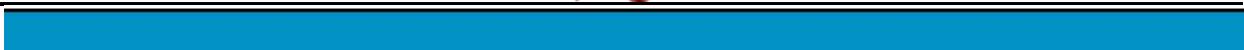
**Email marketing, when done right, is one of the most cost-effective ways for you to stay top-of-mind with clients and other people when you are no longer face-to-face.**

Here are three requirements of an effective email marketing campaign:

- 1. Building a quality, permission-based list — as opposed to simply a large one.**
- 2. Send communications that look professional.**

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**3. Write great content that doesn't just sell. Instead, share your knowledge, because that's what your readers find the most valuable.**

Remember, you don't want to be forgotten- so make your email marketing campaigns memorable.

While it's not hard to send an email, it's a learned skill to send marketing messages that will have your clients anticipating more of them.

Once you master this legal marketing technique - you may just become unforgettable.

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