

Legal Marketers: You Can Create an eNewsletter from your Facebook Fan Page

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You can automatically send the latest feeds from your page to your fans' email in-boxes. A free Email Newsletter application allows your firm's fans to keep track of new activity on your firm's Facebook Fan Page.

The screenshot shows a Facebook interface for the 'NutshellMail' fan page. At the top, the Facebook navigation bar includes 'Home', 'Profile', 'Friends', and 'Inbox 43'. The user 'Kara Smith' is logged in, with 'Settings' and 'Logout' options. The page header for 'NutshellMail' includes tabs for 'Wall', 'Info', 'Reviews', 'Email Newsletter', 'Blog', and 'Discussions'. A text box for writing a post is visible with a 'Share' button. The main feed shows a post from NutshellMail: 'We just presented at Twiistup in LA, come find us if you are there http://www.twiistup.com/'. Below this is a post from 'Twiistup - The Entrepreneurs Showcase - January 28th, 2010' with a photo of a woman and the text 'The Entrepreneurs Showcase Thu at 3:24pm · Comment · Like · Share'. There are 2 likes and a comment box. Another post from NutshellMail follows: 'Check out our latest blog post - "Free your Employees from Wasting Time on Social Networks and Email" http://nutshellmail.com/blog/2010/01/25/free-your-employees-from-wasting-time-on-social-networks-and-email/'. Below this is a photo of a clock and the website 'nutshellmail.com'. The left sidebar contains a 'Go to Application' button and options to 'Add to my Page', 'Suggest to Friends', and 'Block Application'. It also shows a 3.3-star rating (3.3 out of 5) based on 26 reviews, 3,455 monthly active users, and 5 friends. The right sidebar features advertisements for 'Play Dog Wars' (with a photo of two dogs) and 'Sunfood' (with a logo and text: 'Please become a fan and discover amazing raw food, organic food, superfoods and supplements. Take advantage of exclusive deals. Go Raw! Amirah Hall is a fan.').

The new [NutshellMail Facebook application](#) allows users to add an “[Email Newsletter](#)” tab to their fan page, letting fans opt-in to receiving emails that highlight recent content from your page.

I know you may be from from *Big Law*, so this application may not be applicable. However, if you’re working in a small to mid-size organization, where everyone is whereing 5-hats, the eas in functionality may be exactly what you’re looking for.

The [NutshellMail](#) online service enables you to send and receive your messages from the primary social networks, ie: Facebook, LinkedIn, and Twitter, in their email in-box. You can easily create an automated email newsletter campaign.

The free Email Newsletter application enables your fans to keep track of new activity on your page.

Automatically send the latest feeds from your page to your fans' email inboxes.

- Increase readership and fan engagement
- Encourage more shares and comments
- No work for you — use your existing feed

Other articles you may be interested in:

[Are you a legal marketer looking for help on Facebook? Here's a free guide!](#)

[Why technology and social media need to be integrated into your legal marketing strategy](#)

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.