

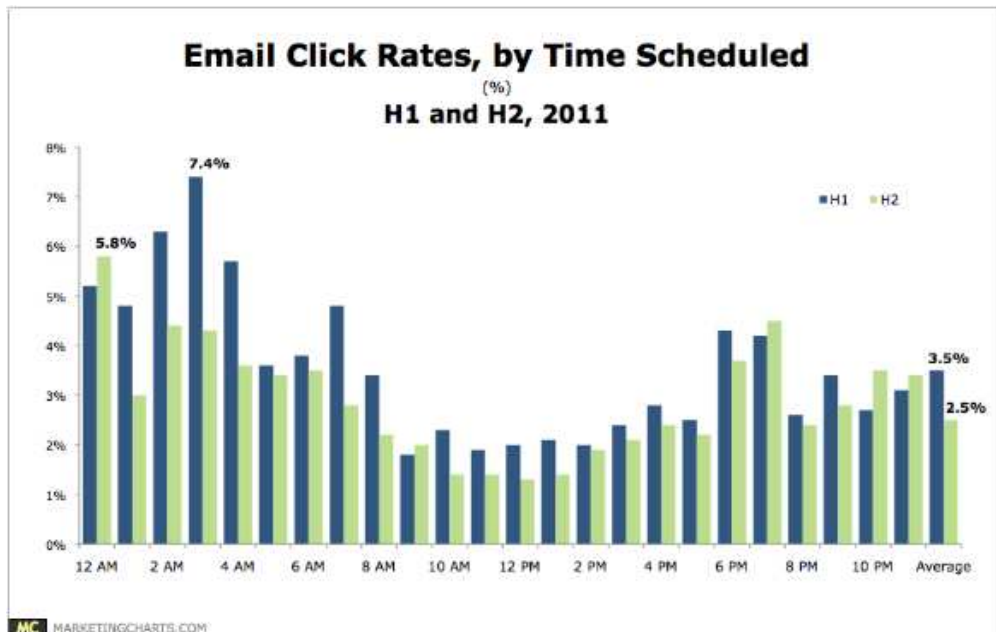
Law Firm Marketing: Improve E-Newsletter Click Rates by Timing Delivery Right

By Stephen Fairley

<http://bit.ly/oQRGxT>

A [new study out from MailerMailer](#), an email marketing firm, shows that click rates for e-newsletters are lowest during work hours and peak at – get this – 3 a.m.!

MailerMailer studied 1.2 billion opt-in email newsletters for 2011 and found that click rates began declining at 6 a.m. and were lowest by noon. After that, click rates began to climb, hitting a peak of 7.4% at 3 a.m. during the first half of the year and 5.8% at midnight for the second half of the year:



Open rates were highest on Monday, Tuesday and Sunday – Saturday was the lowest open rate day in the 2011 study for the entire year. Click rates were highest on Sunday – perhaps because people have more time to explore than during the busy work week.

The study also found that open rates were highest for e-newsletters that had subject lines of no more than 15 characters and lowest for those with 50+-character subject lines. Another argument for keeping it simple.

Here are some other [hallmarks of effective e-newsletters](#):

Proper list segmentation. The newsletters I like know who I am and they feed me the information I want and need. If you have more than one practice area in your law firm, you simply must segment your list. Don't send out the same information to every email address you have on file.

Brevity. Face it, these days, everyone is busy. Respect your reader's time by keeping your content brief and provide links to more lengthy content on your website (improving your SEO!) if they want to take the time to read more. Don't clutter your e-newsletter with off-topic information or too many different subjects. And present your information in a way that doesn't sound too self-promotional. Give information that is valuable to the reader and tell them why what you are writing about matters to them.

Good design. A properly designed e-newsletter draws the reader in. It should be clean, concise, have interesting graphics and images and you should keep the same template from month to month so it is recognizable to your subscribers.

Strong subject lines. You need strong subject lines that immediately grab your readers' attention. Do not just toss in "July E-Newsletter from ABC Law Firm"! How boring. Even if you spent the time you should in creating compelling content, a weak subject line will get you bounced to the Junk folder.

Single call-to-action. Don't ask your subscribers to choose among a list of actions you want them to take – choose one strong call-to-action that is a logical extension of your e-newsletter content.



FREE "Top 10 Mistakes Attorneys Make and How to Avoid Them" E-book

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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 8,000 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 7 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. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

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 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), 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 Please go to:

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