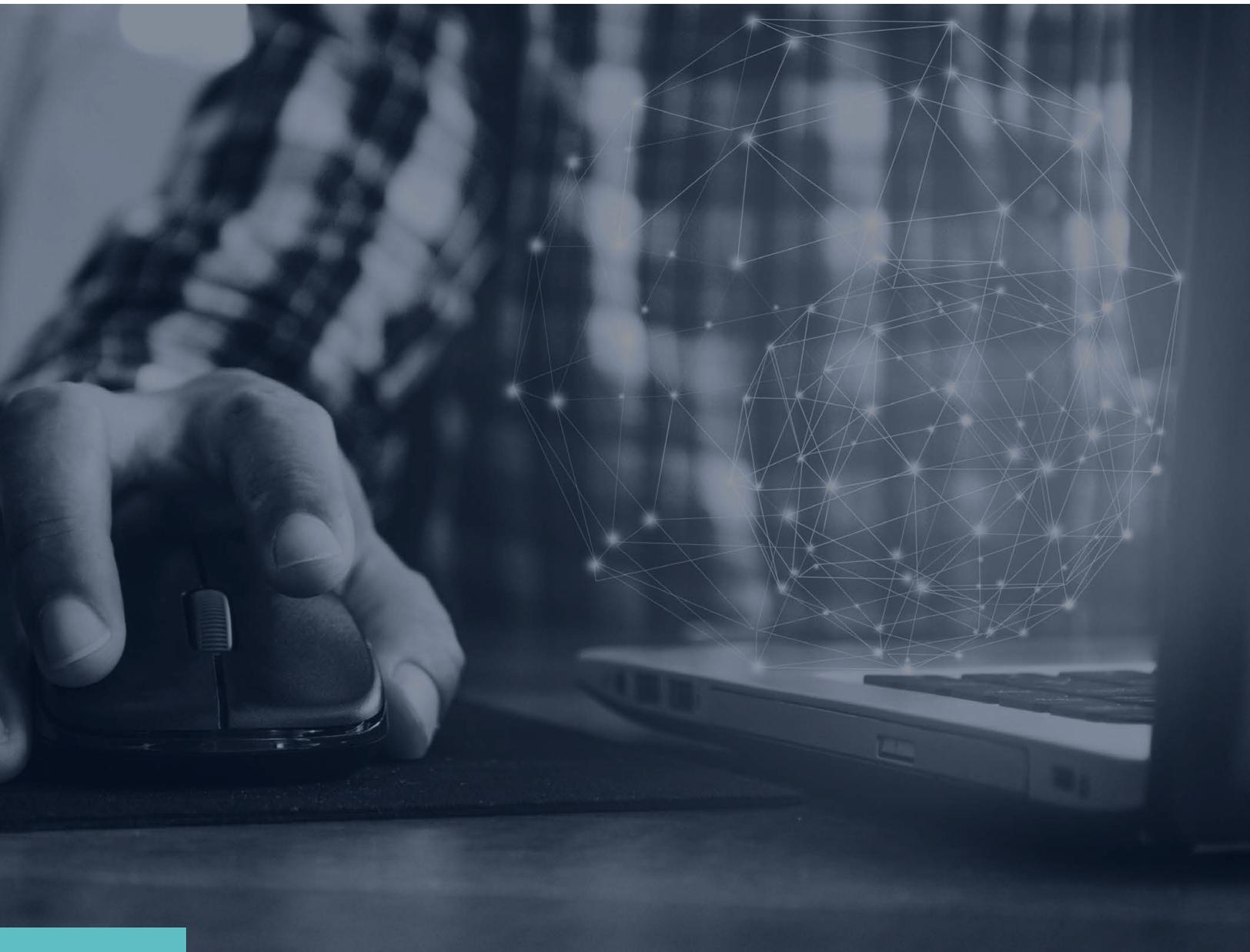


Proven Profitability **Behind Law Firm Email Marketing Strategy**

The Case of a Personal Injury Law Firm



Email marketing is one of the most preferred methods for distributing information, promotion, and additional services.

While there are plenty of benefits behind law firms leveraging such a profitable strategy, one of the most lucrative is that it places firms in the driver's seat.

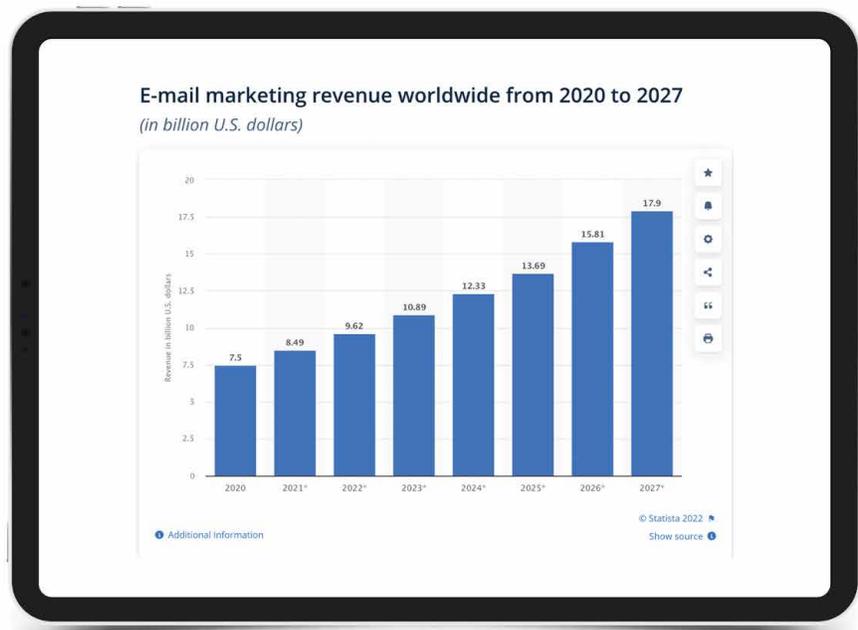
What does that mean?

Email Marketing Helps Law Firms Meet Clients

where they spend much of their time each day - in their inbox.



Statista shows that **email marketing is not dead! The revenue generated by email marketing is estimated to reach almost 11 billion by the end of 2023, and it'll only keep growing stronger from there.** Take a look:



Law firms are becoming increasingly active email marketing adopters and jumping on this bandwagon, too!

To help you better understand what email marketing can do, we'll delve deeper by looking at the case of a personal injury law firm **[investing with Consultwebs.](#)**

THE FIRM

To protect the firm throughout the case study, we'll refer to them as 'the firm'.



They leverage profitable digital strategies like [email marketing for law firms](#) to reach their audience directly.

Let's take a look at their open rates' before and after.

CHALLENGES FACED WITH THEIR EMAIL STRATEGY BEFORE CONSULTWEBS



Initially, the firm had an external consultant taking care of their emails, but it wasn't moving the needle.

For example, most of the firm's emails were linked to incorrect pages, which eventually became a costly and fruitless practice, not to mention a real turn-off to website visitors. On top of that, the email included chunks of text with no supporting images, and there weren't any additional clickable links *above the fold" until the user reached the bottom.

*Above the fold in email marketing is the portion of an email that is visible without scrolling.

**See how the above-fold strategy
can work in your favor!**



As a result of those poor practices, the firm saw:

- + **Low email open rates**
- + **Low click-through rates**

A PROFITABLE EMAIL STRATEGY AFTER JOINING CONSULTWEBS

Consultwebs focuses on bottom-line results, which translates to increasing the email open and click-through rate. To get there, a firm needs a personalized strategy that works with its *unique* needs.

After partnering up with Consultwebs, the firm had:

- 1 | A design email template that's simpler, more responsive, and professional-looking.
- 2 | A personalized segmented email list by engagement levels and targeted each group accordingly.



Before diving into the numbers:

The 2 critical metrics that help signal law firms that their email marketing strategy is working are:

- 1 | **Open rate:** The percentage rate at which the email is opened.
- 2 | **CTR (click-through rate):** The percentage that indicates how many emails have successfully achieved a click from a subscriber.

THE RESULTS

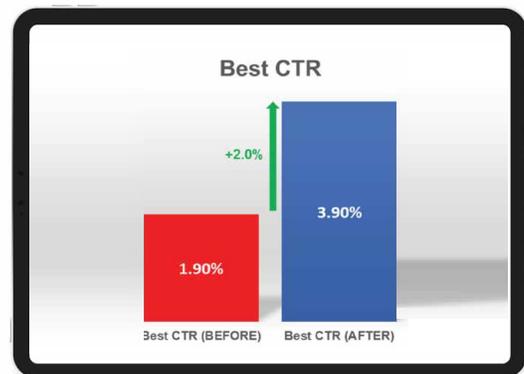
1 | The law firm's open rate increased by almost $\approx 23\%$ (22.7%)

- This is a solid indicator that the law firm's content resonates with the audience they are targeting. This means the messaging, visuals, links, and overall email structure appeal to the user clicking on the email.



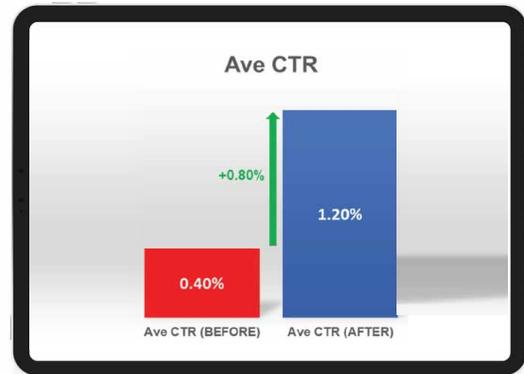
2 | The firm increased its best click - through rate by 2%

- This indicates that a growing audience is interested in the content inside the email. The higher the click-through rate, the higher the firm's chances of matching its intended audience.



3 | The firm's average click-through rate increased by almost $\approx 1\%$ (0.80%), which means that when working with Consultwebs, they are boosting

- Engagement
- Relevancy
- Quality of email through effective subject lines, content, and call-to-action
- Number of interested users





It is clear that with a well-rounded **Email Marketing Strategy**, firms can extend a helping hand directly to a client's mobile.



If you're ready to see your marketing email numbers jump -

we're here to help!

