

Email Marketing



For A Law Firm Lead Generation Digital Estate Media Case Study



How A lawyer Coach In San Jose, CA, Increased His CTR From 1% To 10.4% With Email Marketing

- + Engaging your customers to obtain feedback for your business is one way of earning credibility for your business and winning the trust and confidence of your customers. However, establishing a feedback mechanism can be difficult and costly.
- + One of the fastest ways of obtaining customer feedback is through email marketing since most conversations are made via email. Through email marketing, you can understand your customer's experience and drive more leads for your business.
- + While you can engage returning customers and motivate them to buy more through personalized discounts, one-time customers can also promote conversion rates through their reviews and rating of your services. They can also refer their friends if you win their trust.



- + Undoubtedly, it's never been easy engaging and following up with customers to share feedback for your services. However, with a well-mapped strategy, you will be surprised by how productive it can be for your business.
- + We engaged a lawyer in San Jose who was unsure how to engage his customers via emails to double high-quality leads for his law firm. Our client had tried email marketing for the longest time, but the open email rate was demotivating, not to talk about CTR.
- + At least he had some hope, if not strategy when he approached Digital Estate Media. But instead, he was frustrated by his failing efforts to obtain leads. As a result, he could not obtain a review for his services even after all the efforts invested in following up with his clients.
- + He believed in his work, and he was confident in his services. But how will the world ever trust him for the quality of his work when no one is talking about it? On the other hand, his previous clients were thrilled by his services, and he was thinking of paying for an honest review.

- + However, there are different ways to engage your customers and obtain reviews that would encourage more customers to buy from you without paying for it. If you pay customers for reviews, you will need to do it for all the customers.
- + Although the client was demotivated and unsure of how he will ever increase the email opening rate and his CTR, we followed our well-thought strategy, and the results were unbelievable.

The Challenge

- + Our client's email list was at least eight months old for his customers. The customer list was unengaged, and the client had not sent an email to the list in four months since the customers were unresponsive and most never opened their emails, let alone take action.
- + Also, the client did not have any valuable content that would be used to nurture the leads, and the email recipients only perceived them as pitching ideas rather than an informative email or anything that would benefit them.



- + The average open rate for the past emails was less than one percent. Also, the recipients who opened the emails spent less than a second brushing through the email.
- + In addition, the client was unsure of what he needed to improve for a better experience with his customers since he couldn't identify their customers' challenges and what they would wish to have apart from the services he offers.
- + With the information we obtained from the client, we devised a customized strategy to help the client improve the open email rate and obtain reviews for his business. Obtaining reviews would encourage more customers to buy from the client and improve customer retention.
- + His CTR would improve through reviews and continued customer engagement with informative content. Finally, for the leads already in place, reviews and content would instill confidence and trust and inform them why they should consider the client rather than their competitors.

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The Process

- + We had 12k emails on this list for our legal marketing client that wasn't producing any results. The open rate was less than 1%, and the click-through rate was close to zero.
- + We quickly identified that the email list wasn't responsive and needed to be cleaned before creating a full email campaign. But at the same time, we didn't want to throw out emails from the list based on the previous data and wanted to run a few tests.
- + With the client's goal in mind, we created a new lead magnet (how to get more reviews on Google and Avvo), which was then connected to a webinar and a done-for-you service to get more reviews.
- + In the coming months, we continued this email sequence for new people who were added to the list and created other valuable content for previously engaged people.



The Results

- + Before sending this out, we prepared the audience for a BIG surprise and sent out an email with a hint about the surprise and free content – offering value in advance.
- + The open rate on that single email jumped to 17%, and we received replies from people asking for more info.
- + After 24 hours, we launched a 5 part email sequence based on the lead magnet we had created. We drove 1,339 leads – people who downloaded the guide on how to get more reviews.



- + Surprisingly, with the webinar follow-up sequence, we sold the done-for-you service to 16 lawyers. Based on the response, we added 23 more emails to the top of the funnel and started sending emails daily to unengaged users.
- + At the end of the 2nd month, our client received 3,400 more leads (people who downloaded the guide) and sold the done-for-you service to 21 more lawyers.
- + After two months, we cleaned the list by removing emails from recipients that had not opened any of our emails.
- + In 6 months of working with this client, our average open rate rose to 23% and CTR to 10.4% (some emails don't have a CTA, just the valuable info).

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