

FWM June 2014 Webinar

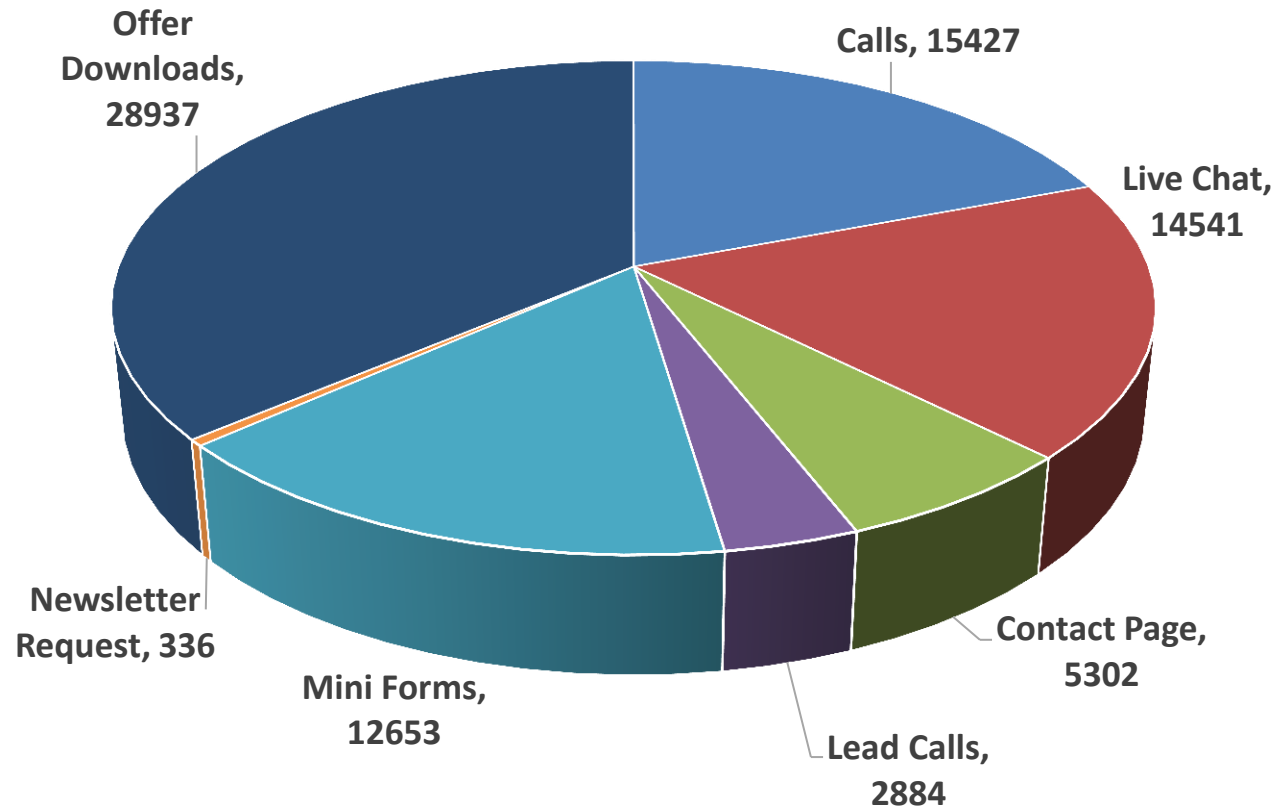
EMAIL FOLLOW-UP CAMPAIGNS THAT WORK

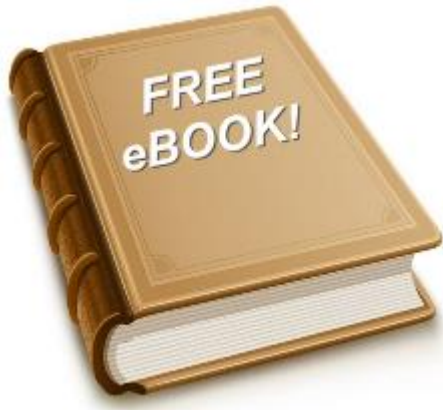
What will you learn today?

1. How to get real contact info
2. The first step: delivering your offer
3. Essential steps in your email campaign
4. Branding and consistency
5. Timing your email campaign messages
6. Getting emails OPENED
7. Getting links CLICKED and TRACKED
8. Measuring success

**How do you get contact
information for an
email follow-up
campaign?**

How Web Visitors Contact Law Firms





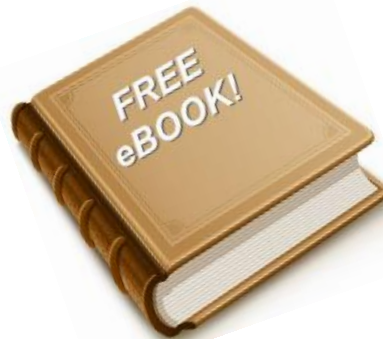
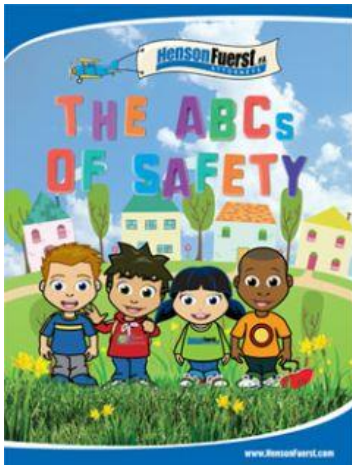
Free Offers

35% of all contacts

Watch Our May 2014 Webinar [Offers and Landing Pages That Convert](#)

What makes an “offer”?

Something you can convince visitors they
WANT or NEED



How to Get REAL Contact Info

1. Require a valid email address to send your offer (link or PDF)
2. Don't just make the offer available on the Thank You page
3. Use "Second Chance" forms to get a mailing address—offer to send a hard-copy of your book or report

First Step: DELIVER THE OFFER!

Make it **EASY** to get your offer
to
BUILD TRUST FROM THE START

First Step: DELIVER THE OFFER!

Describe on the offer page how the offer will be delivered...

- *“Fill out this form and we’ll immediately send a copy of the book to the email address you provide.”*
- *“Fill out this form and in 7 to 10 days you’ll receive the bumper sticker in the mail to the address you provide.”*

Register for Our Live Webinar Here!

June 2014 Webinar – Follow Up-Sequences and Drip Campaigns

So, you've generated some leads; now what? Its time to implement follow-up sequences (or drip-campaigns) that will keep your business in the forefront of their mind. It's not enough to *just have* a follow-up sequence—it's got to be effective. **In this month's webinar we will tell you not only how to create a follow-up sequence, but we will cover everything from timing, to subject lines, to user psychology.**

This next webinar will be on **Wednesday, June 17, 2014 at 1pm Eastern** time, so sign up today to make sure you get the insider knowledge that can help take you to the top! If you can't join the webinar, sign up anyway because we'll send out a recording and slides to all registered attendees.

LIVE WEBINAR REGISTRATION

First Name *

Last Name *

Email *

SIGN ME UP!

Important! After you click the "Sign Me Up" button, you'll receive an email from us in your inbox with the GoToWebinar details. This makes sure your email address is working, and it confirms that you want to get the webinar details sent to you (along with other info we think you'd enjoy in the future).

First Step: DELIVER THE OFFER!

On the Thank You page, describe what's going to happen next...and get out of the spam filter!

"We've sent a PDF copy of the book to the email address you provided. If you don't see the email in the next 5-10 minutes, please check your "junk" or "spam" folders and add YourName@YourDomain.com to your trusted list (whitelist), so you can continue to receive relevant information from My Law Firm."

First Step: DELIVER THE OFFER!

Thank You Email: send the offer as described!

- Subject line: make it CLEAR this is the offer they requested
- Email copy: Thank you for ordering this offer. Include the offer as an attachment or a link to the offer on your website.
- Fair warning! Let them know in this email that they will receive additional info from you.

Essential Follow-up Campaign Steps

1. The **“Thank You”** email
2. The **“Checking in”** email
3. The **“Building Trust”** email
4. The **“Questions to Ask”** email
5. The **“Related Info”** email
6. The **“Choice is Yours”** email
7. The **“Breaking News”** email



Essential Follow-up Campaign Steps

The “Checking in” email

- Open the conversation: Did you get the offer? Did you read it / use it? Do you have questions?
- Make yourself accessible: provide your contact information and when you're available
- Request feedback: “we'd like to know what you thought” or “was the information helpful?”
- Suggest sharing: If you found the information helpful, share it with your friends!

Essential Follow-up Campaign Steps

The “**Building Trust**” email

Reduce risk: People don’t want to be pioneers.

Show them others have gone before them:

- **Testimonials** from people in similar situations
- **Success stories**: tell the story of how you helped somebody in a relevant situation
- **Reviews**: include reviews with rating stars



Essential Follow-up Campaign Steps

The “Questions to Ask” email

- Play up your strengths
- Capitalize on your competitors weaknesses
- You’re building trust while making your competition seem suspect

“Don’t hire anybody until you ask these 3 KEY questions!”

“Not sure if you need a lawyer / doctor? Here are 5 questions to consider...”

“The one question everybody forgets to ask!”

Essential Follow-up Campaign Steps

The “Related Info” email

- Provide links to related offers or content on your site
- Keep users engaged, return visitors to your site
- Remind them why they found you in the first place...your expertise!

“Other people who ordered the ‘Ten Things’ book have found the following resources useful...”

“If you liked the ‘Ten Things’, you should read...”

Essential Follow-up Campaign Steps

The “Choice is Yours” email

- You gotta end this campaign at some point...
 - Congratulate the reader for taking charge of their situation and doing their research
 - Put the ball in their court—your contact info
- “You’ve done the right thing reading the ‘Ten Things’ book...”*

“With the right information, you can make a good decision...”

“The next step is up to you...”

Essential Follow-up Campaign Steps

The “**Breaking News**” email

- Relevant story breaks in local or national news related to one of your offers? Create an extra step!
- TIMELY, relevant news improves open rates and clicks on links back to your site for more details
- RELATE the news back to what YOU do

“FDA approves new medical device to help with...”

“Lessons from celebrity critically injured in truck wreck...”

Branding & Consistency

You've got contact info because they found you online. They've seen your website—colors, logo, calls to action.

**BE CONSISTENT IN YOUR EMAIL
CAMPAIGNS**

Sample Email Campaign Timing

1. 0 days: Thank You email
2. 2 days: Checking in
3. 5 days: Related Info
4. 10 days: Questions to Ask
5. 20 days: Building Trust
6. 35 days: Related Info
7. 55 days: Building Trust
8. 75 days: Choice is Yours

Email Campaign Timing

- What is the decision timeframe for these types of clients (ordering this offer)?
- Fit your campaign into their timeframe
- Serious problems: short timeframe—hit them hard, end campaign sooner.
- Longer timeframe / buying cycle: more emails, focus on trust, spread out, longer.

You've planned a great campaign...



**NOW HOW DO YOU
GET PEOPLE TO OPEN
THE DARN EMAILS?**

Getting Emails OPENED

Avoid the spam filters!

- Words to avoid (*do the “used car salesman” test*): Help, No Obligation, Reminder, Free, Guarantee, Hot, Click
- Exclamation points are spammy!!!!!!!
- Too many images, not enough text
- No video, flash, javascript, attachments or forms
- Don't keep sending mail to bounced addresses

Getting Emails OPENED

Avoid the spam filters! *(cont'd)*

- Always include an “unsubscribe” link—and honor it!
- Send only to those who opt-in
- Ask recipients to white list your email address
- Use a familiar sender name (most mail programs allow you to send “on behalf of...”)
- Short copy (long is spammy)
- Email Tools: www.dnsstuff.com/tools

Getting Emails OPENED

Short Subject Lines

- 50 characters or less / 6-10 words
- Check on Desktop, Mobile, different devices

Tom Foster
Register now for tomorrow's FWM June Webinar: All You Need to ... Mon 2:18 PM
Dear Danielle, There are entire books and websites dedicated to the

Tom Foster Mon
Register now for tomorrow's FWM June
Dear Danielle, There are entire books an

MerchantCircle.com
Knock, Knock, Hunter 6:01 AM

Personalized subject lines
vs. body copy

MerchantCircle.com 6:00a
Knock, Knock, Hunter
Hunter Opportunity's knocking, do you h

Email preview...

Getting Emails OPENED

Known Sender

- Send as a name the recipient will know

Tom Foster

Register now for tomorrow's FWM June Webinar: All You Need to ... Mon 2:18 PM

Dear Danielle, There are entire books and websites dedicated to the

Tom Foster

Mon

Register now for tomorrow's FWM June

Dear Danielle, There are entire books an

MerchantCircle.com

Knock, Knock, Hunter

6:01 AM

MerchantCircle.com

6:00a

Knock, Knock, Hunter

Hunter Opportunity's knocking, do you h

>

Legal News & Updates From [REDACTED] Law Firm

Having trouble viewing this email? Click here

Mon 1:30 PM

"[REDACTED]" <[REDACTED]@[REDACTED].ra

Mon

Legal News & Updates From [REDACTED] L

Having trouble viewing this email? Click

Getting Emails OPENED

Subject lines as questions

- Pique reader's curiosity
- Make it irresistible by hinting at the answer in the opening line

Danielle Ruderman

[Did you make this DSS mistake, too?](#)

10:35 AM

Dear Danielle, Most clients have no idea what a big deal this is! Make

Danielle Ruderman

[Google or Bing?](#)

10:38 AM

Dear Bob, If you think the answer is Google, then this will surprise

Getting Emails OPENED

Listmania! Make a list...

- People LOVE lists—lists organize information and make digesting facts EASY
- Appeals to overwhelmed, “fast-food” readers

Texas Lawyer Daily News & Cases Update
Seven Lessons for Litigators in 'Game of Thrones'

Timely
pop-
culture
reference!

Sense of
urgency

ITwhitepapers Featured Five
5 Tech Resources Trending Now

9:51 AM

<<http://online.itwhitepapers.com/t/3730925/357131414/24502020/2/>>

<http://www.newyorker.com/online/blogs/elements/2013/12/a-list-of-reasons-that-our-brains-love-lists.html>

Getting Emails OPENED

Location-specific subject lines

- Hey, it's relevant to me... I live there!
- Indicates info that may be useful to me here and now
- The more you personalize your email, the better your open rate

Danielle Ruderman

3 Pet Peeves of Fairfax Police

10:45 AM

Dear Ralph, What 3 things can cause you to get a serious ticket while

Yay! They opened the email!



Getting Links CLICKED

Don't give it all up on the page... send people back to your website for MORE!

Dear Danielle,

How can you stay on top of the freshest and newest ideas in content? You get to know people like our Manager of Content Operations, Hannah McNaughton! Hannah has over 4,700 loyal and engaged followers on Twitter, and is known for curating the best articles from across the web.



We asked Hannah to pull together the most useful pieces she found in April to share with you, which she has done—and wow, it is quite a list! [Check out her blog post on our website](#) with 11 great resources, and follow her on Twitter [@ContentCounts](#) to stay abreast of what's hot in content marketing.

Remember, whether you are a client of ours or not, if you need help writing content or just editing the content you write, give us a call at **866-497-6199** or shoot us an email at info@fosterwebmarketing.com. Our team of “Made in the USA” writers and editors are ready to help you achieve your marketing goals!

Getting Links TRACKED

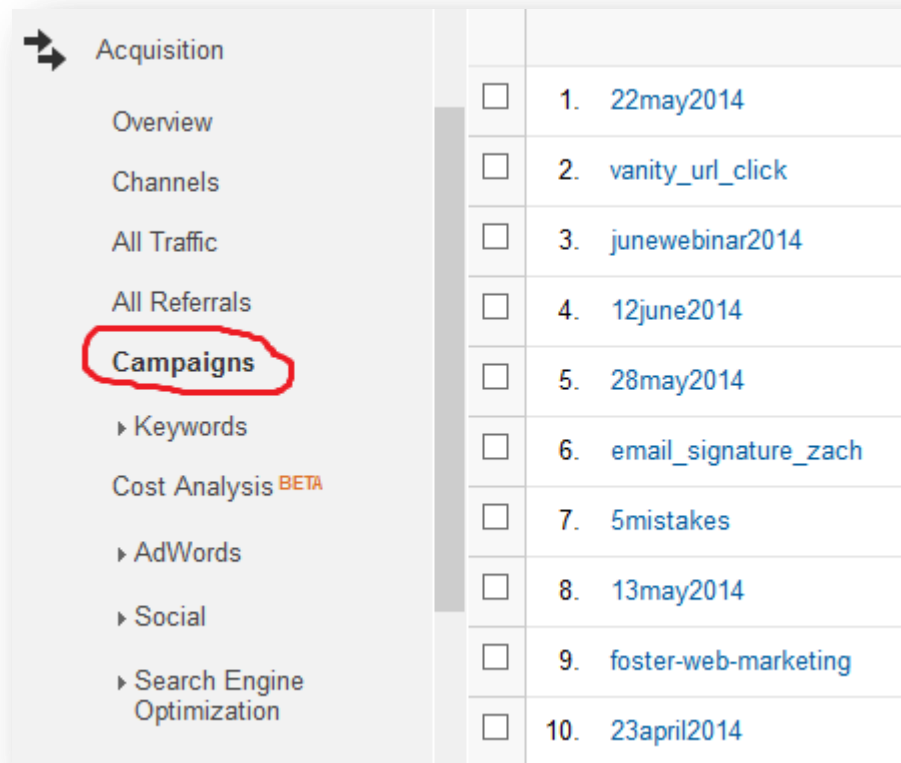
Google Analytics will tell you who visits your site from your email campaign...if you set up link

www.fosterwebmarketing.com/blog/from-audits-to-apostrophes-april-content-tips-and-tricks.cfm/?utm_source=weekly_newsletter&utm_medium=email&utm_campaign=13may2014

Google URL Builder: <https://support.google.com/analytics/answer/1033867?hl=en>

Getting Links TRACKED

View stats in Google Analytics



➔ Acquisition	
Overview	<input type="checkbox"/>
Channels	<input type="checkbox"/>
All Traffic	<input type="checkbox"/>
All Referrals	<input type="checkbox"/>
Campaigns	<input type="checkbox"/>
▸ Keywords	<input type="checkbox"/>
Cost Analysis <small>BETA</small>	<input type="checkbox"/>
▸ AdWords	<input type="checkbox"/>
▸ Social	<input type="checkbox"/>
▸ Search Engine Optimization	<input type="checkbox"/>

<input type="checkbox"/>	1. 22may2014
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<input type="checkbox"/>	3. junewebinar2014
<input type="checkbox"/>	4. 12june2014
<input type="checkbox"/>	5. 28may2014
<input type="checkbox"/>	6. email_signature_zach
<input type="checkbox"/>	7. 5mistakes
<input type="checkbox"/>	8. 13may2014
<input type="checkbox"/>	9. foster-web-marketing
<input type="checkbox"/>	10. 23april2014

Measuring Success

Type of Business	Avg Open Rate	Avg Click Thru
Law Firm	21.23%	3.25%
Doctor / Medical	22.76%	3.07%
Marketing	18.81%	2.44%

<http://mailchimp.com/resources/research/email-marketing-benchmarks/>



Questions?

Resources

- **Need Help Getting Started?** We have professional writers and editors who can: *write books, offers, landing pages, follow-up campaigns, edit your own book or landing page!*
info@fosterwebmarketing.com or **888-886-0939**
- **Oct 24-25:** Join us at the 2014 Great Legal Marketing conference in Arlington, VA
(www.GLMConference.com)
- **Oct 26:** FWM Marketing Bootcamp, email info@fosterwebmarketing.com