

## Communications that deliver a better return on investment

Looking to cut costs in your communications budget? Trying to more accurately measure your marketing efforts? Conscious of reducing your organisation's carbon footprint? Digital marketing advances are helping firms engage with their clients with relevant information that the client chooses to receive without a massive financial outlay from their marketing budgets or cost to the environment. Here's how to ensure you make the most of the new technologies.



**1. Insist on measurement and build a reputation.** Stop guessing what your clients and prospects want and follow up with the right people at the right time. The sophistication of technology now means you can track not only who opened your digital message but also what elements they found most interesting. Furthermore you can also track their web journey through your site and understand their interests and issues. Use the statistics to improve content delivery; ensuring it is relevant and as targeted as possible. Build a reputation of providing really valuable insight and intelligence. Stop wasting time, energy and resources on unpopular content.

**2. Gain enormous advantage in your next client meeting.** From the reporting you will know what your client has been reading about for the last three months and can use that to ensure your meeting is tailored to their current issues. You can also use this intelligence to make sure you are inviting the right people to your round table sessions. Also if you are suddenly finding out all your clients are interacting with a new piece of content, invite them to a breakfast seminar.

**3. Avoid cold calling.** Use the reports generated to pass on warm leads to your partners. Knowing what your client is reading and tracking their web journey through your web and email content can indicate what their key issues are. Informing your partners that their client is now looking at a different area of law can create warm leads.

**4. Keep the content simple.** Don't try and bombard your audience with lots of information. Statistics show that people read email communications that are simple and clear in their message. Find out from your clients what regularity they would prefer and deliver simple targeted messages that they will find relevant and useful. Don't be cryptic in the subject field part of the email. Be clear what your e-communication is about and people will open it.

**5. Personalise.** Make your message personal to your clients and prospects and link with your database technology to include their name in the email-communication. People tend to open emails if their name is part of the subject line too.

**6. Improve your CRM usage and success.** Digital communication is a good way to prove a CRM platform's value. If a lawyer is going to share information on their 'gold clients' then they need to see the real benefits in doing so. Once you start using email-marketing lawyers can receive real intelligence on their key clients and be alerted to what their client is interested in. As the communication is tracked the lawyer can hopefully increase the number of contacts within a firm and feed these back to the relationship owner. Those lawyers who have taken part in the CRM initiative will reap the rewards in real-time, tangible business intelligence about their clients. Their success is therefore monitored on the CRM platform. As others in the firm see this success driven through data in the CRM system you usually see a huge increase in the CRM usage as those clients not on the CRM platform will not be marketed to.

**7. Steer clear of SPAM filters.** Be careful of your use of graphics, links, colour and flash in e-communications as these can cause your e-communication to be blocked by spam filters

**8. Piggyback.** Let someone else invest in the technology. Try an agency who have a proven track-record in creating and sending out quality branded electronic communications. Ensure they have the capability to use technology that will be accessible to your members' IT systems

**9. Demonstrate marketing works.** Campaign metrics provide marketing and business development teams with business intelligence that can identify new business and cross-sell/up-sell opportunities, proving to partners that marketing's position is effective.

**10. Save money and deliver a better carbon footprint.** Digital media has been on the rise for a number of years now and its cost saving benefits are widely reported. Furthermore, why send out reams of paper content when you don't know if it even reaches your audience; you don't give yourself the opportunity to measure the response; you fail to engage and interact with your audience and you don't know whether your content is relevant. If you don't provide content that adds value then your competition will. Go digital. Improve your carbon footprint!

**About the author:**

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