Email Marketing: Core Edition

eLawMarketing

A Rich Set of Essential Email Marketing Tools

Our **Core Edition** provides clients with 24/7 secure, self-service access to a rich set of email marketing features and easy-to-use interface to create, edit, distribute and track email campaigns using our high volume mail servers. As your firm's email marketing needs evolve, premium features may be added on an á la carte basis.

- **Flexible HTML template options**
  Contract with eLaw, or a third party designer, to design custom HTML email templates, or use our automated "template generation" tool to build templates on-the-fly on a self-service basis with no HTML experience required.

- **Email campaign creation with HTML editor**
  For email campaign production, we offer a user-friendly interface that looks and functions like MS Word, and enables non-technical users to assemble campaigns on-the-fly using stored templates and text from documents or Web pages. Use icons in the toolbar to apply bolding, italics, hyperlinks, and bullets; insert tables and images; and more, without any HTML experience required. (See Figure 2).

- **Campaign tracking**
  Our software tracks and visually displays campaign stats such as opens, clickthroughs, bounces (hard and soft), and unsubscribes, at the individual subscriber level. (See Figure 3, next page). This data can then be leveraged for business development; we'll show you how.

- **List management**
  Upload subscriber data (up to 200 custom fields). Supports automatic unsubscribe, deduping, and bounce management. The system "remembers" all unsubscribes so removed addresses are not added back inadvertently.

- **Segmentation**
  Create sublists based on database queries (e.g., all clients whose industry equals "Energy") for more targeted mailings and better response rates. Includes option for A/B testing of factors such as subject lines using random list generation.

- **Image hosting**
  All images displayed in emails are hosted on our high bandwidth servers at unique URL's. This eliminates bandwidth issues caused when images used in email campaigns are hosted on your firm's web server.

- **Document hosting**
  Enables permanent hosting of PDF, HTML and other files in a document library at a unique URL that can be embedded as a link in an email campaign. This feature eliminates bandwidth issues caused when files used in campaigns are hosted on your firm's web server.

Email Marketing Made Easy
Our **Core Edition** provides a rich set of core email marketing features that goes beyond what is typically available from cheaper blast services, and will meet the email marketing needs of any firm.
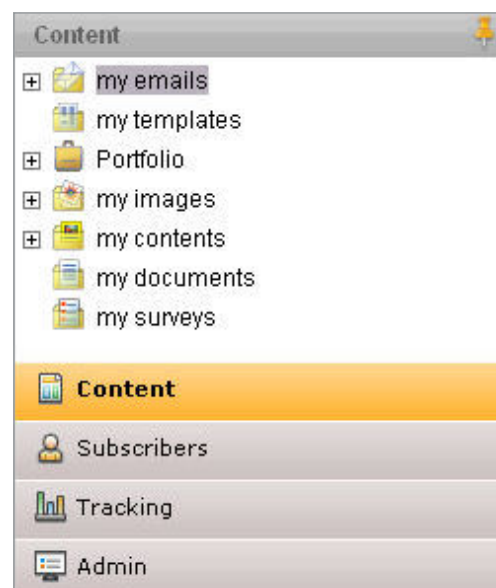

Figure 1: Intuitive, easy-to-use interface

Figure 2: Editor for easy content creation

- **Plain text support**
  For subscribers who do not want or cannot read HTML.

- **Personalization**
  Subject lines and body of emails can be personalized with data from subscriber fields.

- **Embedded surveys**
  Create and embed RSVP and other forms (e.g., surveys) within emails. Prepopulate survey fields with subscriber data to maximize response rates.

- **"Content Detective"**
  Proprietary software tool that scans subject lines and email copy for phrases that could trigger spam filters, and recommends changes to reduce deliverability risks. (See Figure 4).

- **Optimized Deliverability**
  Unlike the cheaper email blast services, we don't share our IP addresses with hundreds of mom-and-pop businesses. Instead, **we provide each new account with their own private IP address**. So you don't have to worry about whether the email marketing activities of any other accounts will affect your "email reputation." And you can confidently ask any clients who may be filtering your email to whitelist your IP address. Premium deliverability features like authentication are also available for firms seeking maximum deliverability.

- **Compliance with CAN-SPAM**
  Our automated unsubscribe feature and physical address insertion script ensures compliance with federal CAN-SPAM legislation.

Schedule a Demo Today

To view a demo of our email marketing application, please contact us today at 866.833.6245 or sales@elawmarketing.com.
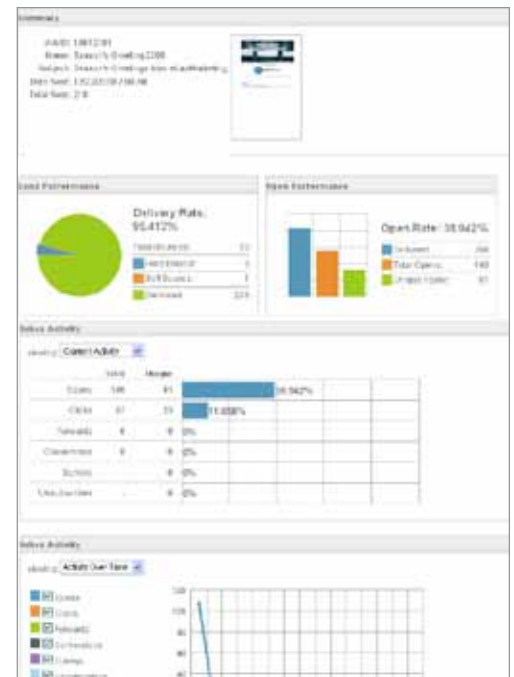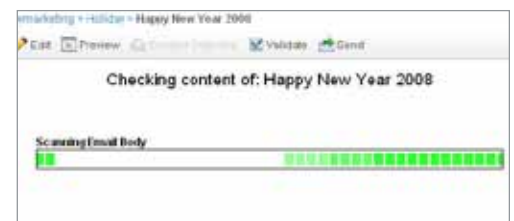

Figure 3: Enhanced tracking report

Figure 4: Scanning email for filter triggers