

Email Marketing: Dynamic Content

eLawMarketing

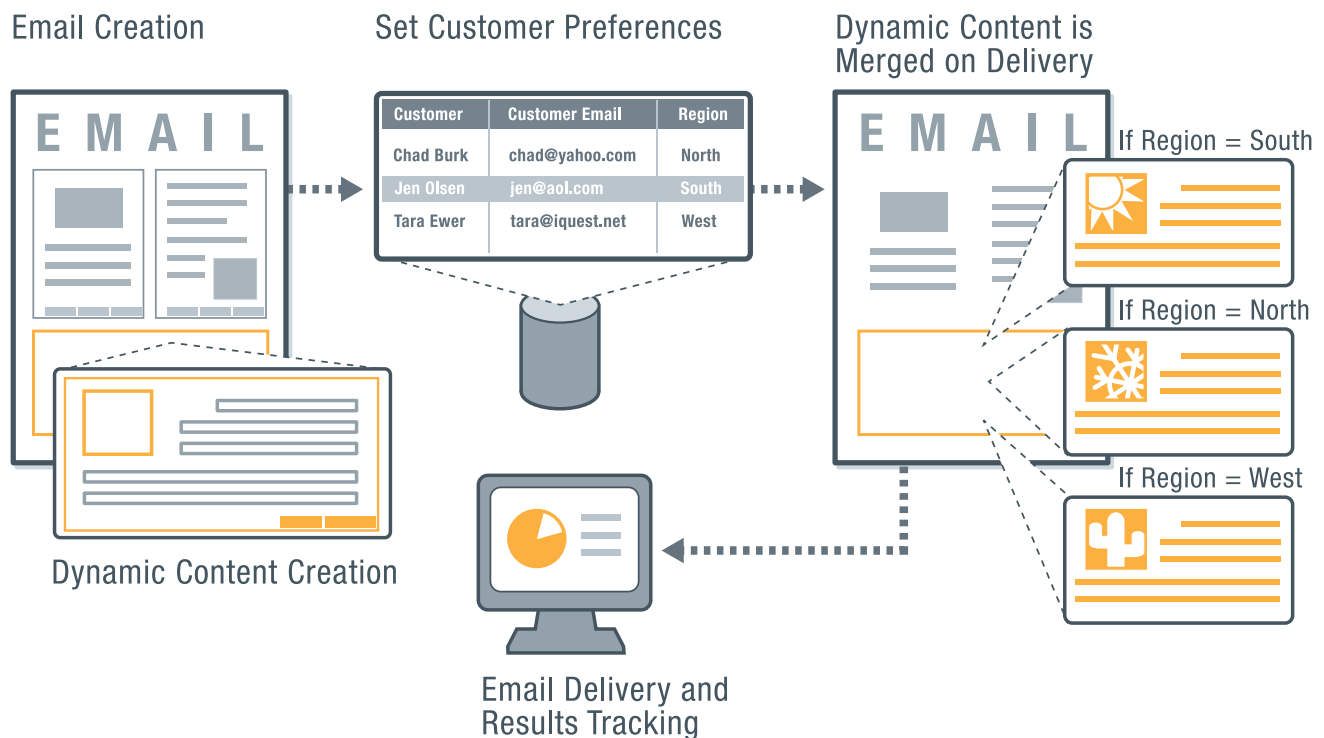
Your Clients Want Personal Emails. Are You Delivering?

Today more than ever, clients expect targeted, relevant communications. The benefits are well-established: **increased client satisfaction** leading to stronger client relationships, and **higher click-through rates** leading to higher ROI.

When your firm has multiple practice areas, the challenge is delivering targeted communications to your clients with a minimal investment of time.

Our “segmentation” tools facilitate delivery of targeted communications. **Dynamic Content** takes segmentation to the next level by enabling the display of different content to different subscribers *in the same email!*

That is, using rule-based logic statements (e.g., if “State” equals “NY”, then display “Article A”; if “State” equals “CA” then display “Article B,” etc.), you can tailor the content of a single email to the interests of individual subscribers. Whether it’s state, industry or some other attribute, our “Dynamic Content” module allows you to personalize all aspects of your email content based on these attributes.



Schedule a Demo Today

To view a demo of our Dynamic Content module, please contact us today at 866.833.6245 or sales@elawmarketing.com.