



Hi Shelby,

One upside to last year's pandemic: Law firms rushed to provide insightful guidance to clients on the legal and business implications of COVID-19.

And while not all of the email alerts, webinars and other resources were received with the highest of accolades, many CMOs reported experiencing some of the highest open rates for emails as well as other positive engagement metrics.

Much of the poor feedback was earned, though. Corporate counsel complained of a flood of repetitive information, low readability, a lack of substance and other numerous issues with the content they were receiving.

With that recent experience providing such a good case study for us, now is the time to improve your firm's client alerts so you can take full advantage of this important marketing tool. In my latest blog post, I collected 10 of the best tips from top marketing influencers and summarized them for you.

Until next time, happy marketing!

Michelle

READ THE POST

Related Posts



[Why B2B marketers can't afford to ignore email marketing](#)
 Yes, spam is annoying. And yes, we all receive lots and lots of email. But that doesn't mean email marketing isn't highly effective. In fact, email marketing drives the most leads, brings in the most revenue and delivers the highest return on investment of any other B2B marketing channel.



[Content marketing and the plain language movement: what you need to know](#)
 If you're struggling to get your attorneys to write in simpler, more readable language, you may want to tell them about the plain language movement (yep, it was really a movement). The 1970s-era push to simplify legal and financial documents has broad implications for modern legal marketing.



[8 common mistakes lawyers make on their blogs \[updated\]](#)
 While this article is focused on mistakes lawyers make when blogging, all of the points apply equally to client alerts.

WHAT WE'VE BEEN DOING

I am honored to serve on this year's Legal Marketing Association Southeast (LMASE) Regional Governing Board alongside a group of dedicated, inspirational legal marketing professionals. Read more about this appointment and learn about the rest of the board here:

READ MORE

**GUIDE:
HOW TO EVALUATE
CONTENT MARKETING
AGENCIES**

Thinking about working with a content marketing agency to up your law firm's client alert game? Looking for some writing, strategy or promotion support? It can be hard to find the right partner. We've got you covered. Find out what to look for in an agency and how to pick the right one in this guide.

[Learn More](#)

Hire the **BEST AGENCY** FOR YOUR BUSINESS with our free guide »

ABOUT US:

Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

CONTACT US:

Reputation Ink
 P.O. Box 13190
 Jacksonville, FL 32206
 904-374-5733
www.rep-ink.com