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Tips from the Experts

December 2006

Dear Brian,

This is our last Newsletter for 2006. Thanks for your support in another great year. We hope that the articles and other resources we've shared with you have helped you to improve your direct marketing campaigns and provide a strong return on your marketing dollar. Want to evaluate how you're doing? You can use the article in this issue to review the past year and to evaluate your performance and help you make a stronger plan for 2007.

This month's edition:

- Upcoming Speaking Engagements:
- Year-End Marketing Review
- Big Lessons from Little Details

Year-End Marketing Review

As each year comes to a close, it is always helpful to take some time to slow down, look back, and evaluate. This month's article will help you do a year-end evaluation of your marketing efforts and hopefully allow you to discover new ways to grow your business more effectively in the upcoming year.

To begin, take a minute to review the results of your various campaigns from the past 12 months (this is where CourtClerk.net's [Campaign Analytics and Reporting](#) tools really come in handy). Now ask yourself the following questions:

What was I trying to accomplish with my targeted mail marketing campaigns this year, and how did I do?

What was your goal for your various marketing efforts? Did you achieve what you set out to do? How well did you separate and measure the results? Which of your marketing campaigns are adding the most value to your organization? Did you uncover ways to be more effective in any of your campaigns? Asking these questions can help you set your goals for the upcoming year.

Have I targeted my list appropriately?

Do you seem to win more cases in one area of your

Upcoming Speaking Engagements:



Scott K. Nichols founded CourtClerk.net in Princeton, New Jersey in 2002. Mr. Nichols recognized that attorneys were spending a disproportionate amount of their time trying to generate business rather than generating revenue by interacting with clients. Mr. Nichols started CourtClerk.net to provide marketing services that immediately generate revenue for law firms.

Scott is a talented speaker with a solid understanding of the special requirements and ethical standards of attorney marketing. He is currently scheduled to speak at the following engagements:

- Buck County, Pennsylvania - March 20th, 2006
- Essex County, New Jersey - March 21st, 2006

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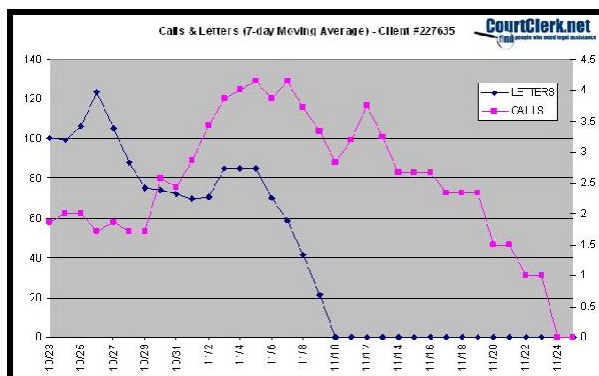
practice than another? Maybe your letter presents a stronger message for one particular type of client. Do most of your clients come from a particular geographic area or township? Maybe you have discovered an untapped market or less competitive environment. Over time, savvy attorneys are able to identify their core strengths (in marketing and practice) and adjust their business to take advantage of these attributes. Keeping a careful eye on marketing results can often help attorneys read the market signals and make that shift earlier than normal.

[Read the next three questions...](#)

Big Lessons from Little Details

We recently had a client ask us to put his direct mail campaign on hold for a few weeks to focus on a big family event. This particular

client happened to be taking advantage of our [Campaign Analytics and Reporting tools](#). Being the curious, direct marketers that we are, we used the opportunity to study the effects of shutting down his outgoing campaign. The remainder of this article highlights a few of the insights gained from the process.



Response to change in volume is delayed by several weeks and varies from mailing to mailing.

While the client's intent was to slow down the number of incoming calls during the week of the big event, it is extremely difficult to know exactly when the decline of letters will have an effect on the decline of calls. In this particular case, putting a temporary stop to sending the letters had no effect for almost a week and stopping the letters completely did not result in a stop of incoming calls until three weeks later. **Key Learning:** Keep your letters at a steady volume and refer business to other attorneys when the volume becomes temporarily out of whack.

If you don't objectively measure results, you really don't understand them.

One of the more surprising finds for clients using CourtClerk.net's call tracking system is how far off their informal tracking systems are at measuring results. Most of our clients feel that they have a fairly accurate understanding of how many calls they get and how effective their campaigns are. Our experience shows that the majority of attorneys underestimate the effectiveness

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of their campaigns for a variety of reasons. After implementing our Campaign Analytics and Reporting tools, one client was extremely surprised to realize that 40% of his incoming calls were going unanswered. **Key Learning:** The bottom line is that if you aren't objectively measuring the results of your marketing campaigns, you are wasting valuable marketing dollars.

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