



## Year-End Marketing Review

### 5 questions for evaluating and improving your direct marketing

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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:

#### 1. 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.

#### 2. Have I targeted my list appropriately?

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

#### 3. Does my envelope have the moxy to **Stand Out** in a crowd?

During a recent review of client mailers it was discovered that over 90% of the envelopes sent were white #10 envelopes with printed indicia or metered stamp with no additional logo or design to make it stand out. You may have the best law practice in town and provide an amazing service to your clients but if your envelope is lost in a sea of "me-toos", the recipient will never know it. You may want to think about adding color, distinctive type, or a customized logo to boost your chances of being seen by a potential client.

#### 4. Is my message clear and direct?

When someone first glances at your letter, what stands out the most? Is the format of your letter clean and uncluttered? Is your phone number easy to find? Do you have a

compelling "Call to Action" that resonates with your potential clients? Do you make use of graphical elements and text styles to draw the attention of your reader to the appropriate places? Does the verbiage of your letter help set you apart from other attorneys or is it commonplace and forgettable? There is no magic solution for getting potential clients to pick up the phone and dial your number but we have found that by paying attention to seemingly simple details can make a big difference. In one particular instance, changing a simple pronoun more than doubled the results of the campaign.

#### **5. What did I do to become a better marketer?**

Did you ask friends and colleagues for their input on your campaigns? Did you ask your current clients for feedback (and incorporate their suggestions)? Did you take advantage of some of the free resources available on CourtClerk.net's website and on the web in general? Did you read a book about direct mail? Did you review campaigns from other companies for ideas? It might be overwhelming to think of doing all of these things, but why not set a goal for next year that you will pick one or two of these activities? You'll be glad you did.

By taking a moment to ask yourself, "How did I do?" you can make positive changes to your email marketing efforts that will help you get even better results. After you answer the questions above, you will be well on your way to having your best targeted marketing year yet and CourtClerk.net is here to help!