



CONCEP CAMPAIGNER CASE STUDY

A top ten global law firm with 70 office in 38 countries throughout the globe needed a tool to send emails to clients and potential clients that would allow multiple offices and people to send emails in a consistent format. They had done email marketing pieces in the past through Outlook, but there was no consistency of look, and no quality control. They were using Outlook with an attached .pdf which was cumbersome and not convenient for recipients. It was also extremely labor intensive, and there was no reporting data. The firm wanted to be able to give its various practices autonomy in managing communications to various constituencies, for example, in deciding how often to email and what content to use. However, the look of the emails needed to be consistent, and the marketing managers needed to be able to report back to department heads on response rates.

Prior to implementing a dedicated Email Marketing System or EMS, the firm's mailings were inefficient and wasteful, namely because each department was blindly sending thousands of emails to unconfirmed or outdated email addresses. In many cases, half the emails were undeliverable or bounced back, but the marketing teams had no way to effectively track this, never mind take recipient preferences into account.

Since it has started using Concep's Campaigner, the firm's email marketing experience has greatly improved. The look and feel of all emails sent by the various departments is consistent. The firm makes great use of Campaigner's reporting functionality by deciphering which individuals want to receive more or less of a certain type of content. As a law firm, client service is of the utmost importance. The firm would never want to send something to a client that a client was not interested in receiving. Using the sophisticated reporting functionality, the firm can track unique responses and provide more or less information according to the client's needs. Also, the firm is able to jump in and follow up when the client is ready to take the next step. Now, the email communications are actually resulting in a concrete return on investment for the firm.

By working with a provider that agreed to let the firm rebrand the EMS with the firm name, the firm had an opportunity to strengthen its brand internally, amongst some of its most important constituents, its attorneys and employees.

The communications coordinator for global marketing loves having a product that is not only easy to use but also appealing. Generally it is tough to convince people to adapt a new technology. With her dedicated EMS, however, she says that "my job is easier because people just see a demo and want to use it." This is extremely important because there are so many discrete groups responsible for their own communications. If no one was willing to use the technology then the firm would be back to square one. "Once they start using it," she adds, "it kind of runs itself day to day."

Since the firm is so large, it is impossible to manage each practice or group's email marketing from any one central location. Each practice in each geographic location needs to "do its own thing." With the EMS, the groups can decide on content, timing of communications, and recipient lists on their own. They don't have to worry about consistency because they choose a "look" from a catalogue of pre-designed templates, all designed to echo the firm's overarching branding scheme. The various groups can function independently from start to finish, because features that clean up undeliverables, for example, are easy to use. Therefore, all the various groups can be held accountable for their own activities.

Currently the firm is in the process of getting all its offices up and running on the same EMS. The good thing about working with a comprehensive service provider is that a law firm can partner with a technologically savvy organization so that these types of transitions are not as painful as they otherwise might be. Currently the firm is leveraging this expertise to implement a hybrid system for certain offices, so that the offices that had invested in other technology can still leverage that technology, but at the same time make use of the consistently branded templates, so that the look and feel of any communications are maintained. Also, these offices can take advantage of the sophisticated reporting functionality that they would not otherwise have.