

The 4 magic numbers that will improve your e-newsletters

A few weeks ago, I wrote about the importance of [law firm email marketing](#). One element I touched on is that it is easy to measure, and thus improve, the success of e-newsletters. But what should you measure, and how can you use those results to improve your law firm's email marketing campaigns?

Here are four metrics you should be looking at.

Determine what "send time" generates the most website traffic.

Scheduling articles for maximum impact is a fine art. If it's not news-based or time-sensitive, then it makes sense to get the timing right. Figuring out the best time and day to reach your audience when they are actively engaged with their email inbox will positively affect overall campaign response. Use [A/B testing](#) to try out a couple of different times and/or days, then look at click and open rates to determine which is the best time slot for your audience.

Track how many website visits your newsletter generates.

Studies analyzing online behavior suggest email newsletters are one of the best ways to drive users back to your website, where they can further engage with your Web content. By adding [URL trackers](#) to the links in your email message, you can follow these visitors in Google Analytics to track their full journey on your website. Monitoring the Campaign section (Acquisitions) will show you the number of visits you received from each email campaign.

Understand which content interests your audience.

Improve the effectiveness of your message by looking at "pageviews" in Google Analytics. We all know that a [great content strategy](#) is key for attracting new visitors and keeping established ones. That goes both for blog posts you create as well as static information found on your law firm's website. The Google Analytics Behavior section is important for determining just how well your content is working and whether there are gaps. Take a look at Site Content pageviews to identify your most popular pages, and you'll get a better sense of what your client base is interested in. Is no one clicking on articles about X? Then it's probably time to switch up your content and emphasize material that better connects with your audience.

Keep tabs on your bounce rate.

Your bounce rate is the percentage of people that left a Web page without visiting a second page. A high bounce rate suggests that your landing pages, and even your law firm's website, are failing to lead your visitors to other pages on your website. You want your e-newsletter to drive people to your site. But this is just the first step. Once they are there, you want to entice them to explore additional pages. One way to encourage this is



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by adding internal links on your landing page to other relevant pages on your website. In doing so, you get visitors to learn more about your firm and, hopefully, create the beginning of a beautiful friendship. A high bounce rate may indicate a lost opportunity, so aim low to reach high.

Need help diving into the world of email marketing analytics? Contact me at jfaivre@jaffepr.com.