

Case Study

The San Francisco-based law firm of **Farella Braun + Martel** implemented an email update program with **eLawMarketing** in early 2003.

After working closely with eLawMarketing to design a custom email template and develop a marketing strategy, Farella launched its first update in the **labor & employment** area. The update addressed a recent ruling by the California Supreme Court that expanded the definition of “disability” under California law far beyond the federal definition. Within just two days, **over 50%** of the labor and employment clients on Farella’s targeted distribution list had opened the email, including many who clicked to read the full analysis of the ruling prepared by Farella’s attorneys. Additionally, several readers clicked on links within the template back to key sections of Farella’s website, thereby contributing to increased site traffic.

Alerts from the **construction** and **environmental** groups followed soon after with each experiencing successful response rates from clients. An IP newsletter is in the works.

Overall, Farella has been very pleased with the value delivered by eLawMarketing’s email alert program. As Cheryl Loof, the firm’s business development manager, explains:

“We view email alerts as a cost-effective method to reinforce the firm’s expertise with clients in specific practice areas, and to expand and develop client relationships. And the great thing is that HTML email alerts deliver **measurable results** – we know who opened our emails and which articles and/or links they were interested in. That sort of data is quite valuable in helping us identify individual client interests, and thereby serve our clients more proactively and effectively.”

