



STROOCK

Case Study

I. Strategic Objective

Stroock wanted to increase the use and effectiveness of HTML e-mail for communicating with clients, law students and employees while simultaneously reducing overhead costs.

II. Solution and Results

Stroock developed a branded HTML email communications program utilizing a variety of database-driven HTML email templates programmed and designed by eLawMarketing.

Successes include:

- **Client Alerts:** Client alerts on breaking legal developments (e.g., new cases, legislation, regulations, etc.) are now distributed by e-mail under the publication names *Stroock Special Bulletin* and *Stroock Capital Markets*. **Turnaround time has decreased by an average of three days, resulting in more rapid client awareness of important legal issues affecting their businesses.** Early successes allowed some client publications to become “e-mail only,” resulting in **over \$40,000 in printing savings in 2003**. All emails contain links back to content on the Stroock website, thereby increasing site traffic. Opens and clicks by readers are tracked at the individual recipient level -- Stroock therefore knows which clients are interested in which topics and can pursue business development opportunities as appropriate.
- **Inside Stroock:** The firm’s internal newsletter, *Inside Stroock*, is now distributed via secure branded e-mail and hosted on Stroock’s servers behind the firm’s firewall. **Over \$70,000 in printing costs eliminated in 2003**. Unlike PDF distributions, the HTML e-mail version cannot be forwarded outside the firm and requires minimal system resources.
- **Event Invitations:** The firm uses an interactive “quiz” and e-mail giveaway contest to promote law student receptions, and drive traffic to the recruiting portion of the website. **Reception attendance is up over 100% from the previous year** (a trend continued in during the fall 2003 recruiting season).
- **Releases:** News releases have been moved to HTML format, allowing Stroock to periodically bring press releases to clients’ attention with a consistent branding look and minimal system resources.

