



The Client – Regulatory Law Firm

The Challenge...

The client is a specialist regulatory law firm that provides legal advice and representation to a variety of niche industries including Road Transport, Waste & Environmental and Health & Safety. They have a team of expert solicitors with in-depth knowledge of each business sector with the know-how to benefit each of their niche industry clients.

They came to us towards the end of 2019 when they were interested in our email marketing services and wanted to reboot their monthly newsletter activity that they had been running in-house a few years prior. When previously developing and sending their newsletter in-house, they found it to be very time consuming and they were not seeing the uptake in interest that they had hoped.

When they began looking at rebooting their newsletter, they decided outsourcing the activity would be the most efficient option and so they got in touch to learn how we could help.

The Project...

They wanted to target an existing subscriber list of almost 10,000 contacts, and wanted a monthly News/Advice newsletter to be sent out at the start of each month, covering all of the previous month's big legal news stories and cases and updates to legislation in the Road Transport, Waste & Environmental, and Health & Safety sectors.

Throughout the Coronavirus pandemic, the newsletters served as a valuable means of updating their subscribers on the latest rules and operational changes in the Road Transport industry and keeping consumers up to date on changes to tenancy and residential laws.

Due to the age of the subscriber list, the first step we took was to cleanse the database and reobtain subscriber opt-ins. Once the database was cleansed, the email count stood at 7,000 contacts with all irrelevant, inactive, and no longer interested contacts being purged from the list and added to a suppression list to ensure data protection compliance.

Our designers built a simple, yet effective branded design for the client's newsletter and the newsletters for two other transport organisations that the client wanted to send on behalf of (these transport organisations are industry



authorities that are run/managed by two of the client's expert transport solicitors).

Each monthly newsletter would include anywhere between 10 and 20 articles covering all of the client's key areas, meaning there was far too much content to be included in the email itself.

Per the client's request, our team created three separate 'landing pages' which held all of the full articles that were linked to from the newsletter. These landing pages included the content for the client's newsletter and the two other transport organisations that were included in the activity.

These landing pages soon grew into larger content websites and the client signed onto our retainer agreement to ensure the regular upkeep and continuous development of these webpages, outside of our typical website packages.

With the growth of these websites, they soon became the home for all of the client's content for the newsletters and became ideal for placing relevant call-to-actions back to the client's main website and their regulatory clinic webinar.

After a few months, the client also wanted to promote their weekly 1-to-1 regulatory clinic event which takes place over Zoom. During the weekly event, their expert team spend one hour providing free advice and information to anyone that is in need, which often then sparks a greater interest and need in their legal services and legal retainer agreements.

Every week, our team sends out a regulatory clinic email reminder to the customer's mailing list to promote the regulatory clinic and ensure that the weekly event numbers are consistent.

The Results...

The campaign proved to be effective and far exceeded the results of the client's prior email marketing activities. The client has managed to achieve a much richer level of customer engagement, and upon running a survey with the subscriber list, the vast majority of subscribers have found the content to

be very useful and feel that they have a reliable source of information regarding legal and regulatory updates in their industries.

As well as increasing audience engagement, the client has received over 160 leads and inbound enquiries as a result of the email marketing activities and



signed on several transport and waste operator clients as a result of their weekly regulatory clinic.

Overall, the monthly newsletter and weekly clinic reminder emails have proved to be a great success and the client has said they feel more connected with their audience of current and prospective customers than ever before.