

EMAIL CONTENT IDEAS FOR LEGAL SERVICES

Stay connected to existing clients and expand your reach to new clients.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

CONTENT IDEAS	LINKS AND BUTTONS	TEMPLATE IDEAS
Announce legal news and provide your commentary to stay connected to clients and drive email sharing.	<ul style="list-style-type: none"> See the full story Share with friends and family 	<ul style="list-style-type: none"> Client Newsletter Sales Lead Newsletter Product/Service Showcase
Announce an incentive (i.e., entry into a raffle) when clients provide a referral. Include an overview of your services and testimonials.	<ul style="list-style-type: none"> Refer a friend, family member or colleague 	<ul style="list-style-type: none"> Sales Lead Newsletter Client Newsletter
Share local community news and provide your commentary to stay connected with clients and drive email sharing.	<ul style="list-style-type: none"> See the full story Share with friends and family 	<ul style="list-style-type: none"> Product/Service Showcase Client Newsletter
Share answers to common questions you get from prospective and current clients to remind clients of your expertise, drive loyalty and referrals.	<ul style="list-style-type: none"> Share with friends and family Submit a question 	<ul style="list-style-type: none"> Product/Service Showcase Client Newsletter Sales Lead Newsletter
Share the latest news headlines that relate to your area of expertise and provide commentary to stay connected to clients and drive email sharing.	<ul style="list-style-type: none"> See the full story Share with friends and family 	<ul style="list-style-type: none"> Product/Service Showcase Client Newsletter Sales Lead Newsletter

SEASONAL CONTENT IDEAS

Take advantage of the beginning or end of a year by thanking clients for their loyalty and wishing them a happy new year.