eMarketing

Our industry-leading integration with InterAction enables marketing teams to take control of communications

Be Better Connected – from Email to CRM

Efficient and effective communication is essential for your firm's success. But connecting with your audience isn't just about sending emails and waiting for a response. eMarketing allows you to create and send relevant email messaging, and to monitor the outcome too.

Integration into InterAction CRM allows responses, unsubscribes, information requests, and other vital touchpoints to be automatically shared with marketing stakeholders. It puts your organisation firmly in control of the process and provides the visibility you need to optimise email campaigns.

Being in control means being able to do what you need to do, when you need to do it, without any worries about extra costs or needing outside support. You are free to send as many emails as you like, with no quantity limitations.

eMarketing enables you to manage:

- Email design
- Targeting
- Delivery
- Feedback
- Email production
- Events
- Regulatory compliance

This innovative communications platform has been designed, implemented and supported by people that not only know the software, but who have a deep understanding of the InterAction CRM.

In control of design

All emails can be designed in a way that reflects your corporate identity. eMarketing gives you the flexibility to present your brand in the way that you want to, without compromise or extra costs.

> Ease of use

eMarketing allows you to create high-quality, high-impact, clearly branded, powerful communications. It's clear, intuitive, drag-and-drop interface means you can easily create your emails in-house without having to rely on a design agency.

> Pre-set convenience

Create, amend and design your own templates to speed up email production. You can store mailing configurations by simply adding new copy and choosing required contacts from the recipient list.

> Control brand identity

Your templates, along with stylesheets and approved images, help ensure that every email remains on brand. Experienced email designers can work directly in HTML, giving them ultimate control over the content. It is also possible to outsource the design of your emails to an agency and then upload the HTML file into eMarketing for final preparation and send.

In control of targeting

When you consider a contact's requirements, they know they matter to your firm and that you understand their interests. Remembering your client's preferences demonstrates that you have taken the time to think about their requirements. This results in content that your audience is interested in, higher levels of engagement, and results that support your firm's strategy.

When you use eMarketing, you can:

> Capture topics of interest

Using InterAction, eMarketing registers each contact's details and mailing preferences, including topics of interest and language preferences. You can automatically update areas of interest fields or add contacts to lists based on the links they click.

> Apply dynamic content to emails

Using the 'Dynamic Content' feature email content can be taken from an external HTML feed and matched to contact preferences in the CRM. A bespoke email can then be built and sent to a large recipient list whilst ensuring that each individual recipient only receives content matching to article topics that they have expressed an interest in.

> Send from multiple senders

To maximise open rates, any email can be sent from multiple senders, ensuring that each recipient receives an email from someone they have established a relationship with.

> Manage exclusions

You can also use InterAction lists as exclusion lists to ensure you don't send unwanted content to any recipient.

In control of delivery

You spend a lot of time building emails, carefully considering design, copy, and subject lines to give your mailings the best chance of being read. But these efforts count for nothing if the email is never delivered (or looks low in quality when it arrives). eMarketing helps maximise the chances of your mail getting through, in the format it was meant to.

> Control your email reputation

eMarketing ensures your emails arrive from your domain, not an IP range shared with others. It is indistinguishable from an email you have sent from Outlook, apart from the design.

> Reduce email bounce-backs

The Email Validator tool allows you to run scheduled scans of contact email addresses in InterAction and perform various validation checks around the syntax, domain validity and deliverability of email. Contacts that fail these checks can be automatically moved to an email exclusion folder to be reviewed and any issues corrected thus pre-empting a bounced email. The automated BounceBack tool allows you to manage any bounced emails and again move the contact to an email exclusion folder within InterAction while your Data Stewards then asses and correct any email deliverability issues. .

> Run software and device checks

eMarketing can optionally be integrated with the Litmus pre-send email testing tool to check emails before sending to make sure they display correctly on different email clients and mobile devices. You can use reporting to understand which email provider and devices your clients use to view your emails.

> Run spam filter checks

Check emails against spam filter rules to make sure your carefully crafted emails don't get caught.

In control of feedback

Email marketing isn't a one-way street. How recipients react to your messages tells you a lot about whether your email communications strategy is working. With eMarketing there's less doubt around the success of a mailing. You can use analysis to continually improve the quality and relevance of your communications.

> See replies within InterAction

eMarketing records the client's responses directly within InterAction.

> Track mailings

You can keep track of who you've communicated with, which mailings they've received, and how they've responded to each one. eMarketing also records, sends, opens, clicks, exclusions, bounce-backs, failures and behaviour patterns.

> An 'at a glance' view

The reporting dashboard allows you to quickly see how effective your mailings have been and how response compares to previous campaigns.

In control of email production

eMarketing lets you choose who is responsible for creating your email marketing campaigns. You may wish to limit email activities to your marketing team, or let individuals use the platform to do their own mailshots. Whatever you choose, you remain in total control.

> Managed content delegation

You can create templates that allow users to only contribute content, but not change the design. You'll have the peace of mind that comes from knowing you can safely delegate content creation, whilst retaining control of look and feel.

> Pre-approvals

You can allow employees, juniors for instance, to create emails while ensuring approval from an authorised user before they are sent.

> Boost event participation

To support your event efforts, you can permit anyone within your organisation to send a personal Outlook email with a personalised link to an event RSVP form. The form then works as if it was sent as part of an eMarketing campaign and records any responses directly to your CRM.

In control of events

Events are a successful strategy for building relationships, whether they happen virtually or in person. They provide your lawyers with the opportunity to meet contacts, and allow your firm to demonstrate knowledge and credibility. eMarketing takes care of the process by managing invites, replies, preferences and attendance. It saves hours of time, freeing you to be creative with building your events portfolio.

> Convenient event templates

You can build an email template for an event that includes essential messages, such as invites, reminders and confirmations, along with forms you want people to fill in. You can simply clone the template and reuse it again for the next event. The system can also remember contacts' preferences and display them for confirmation when an event invitation is accepted.

- Send the correct email at the right time

- Schedule event emails to send at the date and time you want

- Configure recipient lists according to RSVPs from previous emails

You can easily track event acceptances in InterAction along with additional information. You will know exactly who opened an email, clicked to respond, accepted or declined, attended an event, or was a no-show or walk-in. All of this information is displayed against the correct contact record in InterAction.

An event check-in page also allows event managers to check contacts into an event and record the information in InterAction.

> Handle payments

Make event payment simple with PayPal or PayFlow. You also have the ability to take offline payments by cheque or invoice.

In control of compliance

As a law firm, you want to uphold the trust that clients have in your firm. Part of achieving that is to ensure you are careful with email marketing controls, so that you don't fall foul of regulations such as GDPR, CCPA or CASL.

As your contacts receive emails directly, it would be evident if their wishes were not being adhered to. Even where no specific regulation applies, continually sending emails to those who have asked to opt-out does nothing for your firm's reputation. To mitigate regulatory risks, eMarketing enables opt-in marketing best practice, whilst also providing

state-of-the-art data security.

> Manage opt-in consent

For opt-in marketing best practice, you can configure eMarketing to prevent the sending of emails to contacts who haven't positively opted in. You can reduce the risk of anti-spam infringements by deploying easy-to-apply opt-in and opt-out options. Consent information can be exchanged seamlessly with InterAction, and the system works with InterAction's own compliance features.

> Manage rights requests

To support GDPR, CCPA and CASL compliance, contacts can issue an individual rights request via an online form, and progress can be tracked. Once a rights request has been issued, marketing emails are automatically suppressed. The system also allows the following one-click functions:

- Deleting contact info within eMarketing after a right to erasure request

- Production of data after a right of access request

- Producing data in machine readable format, after a right to data portability request

In addition to this, any sensitive contact data is anonymised.

From design to implementation to support

It's important to engage everyone in a firm with the process of developing client and prospect relationships, and to provide them with the tools and information they need to do that efficiently.

That's why eMarketing is designed, implemented and supported by a team of people who actively work with firms on developing their CRM strategy.

> Design

Our Product Management team has an average of 15 years working with InterAction. They use this experience to develop eMarketing in line with the changing needs of modern law firms.

> Implementation

Our consultants work with InterAction clients on upgrades, integrations and system development. When we implement eMarketing, it's these same consultants who work to support you in developing relationships and meeting your CRM goals.

> Support

eMarketing is tightly linked to InterAction – so we make sure our global support team is capable of handling the end-to-end process of marketing activity, from email through to CRM.

To find out more about eMarketing, please speak to your Account Manager or contact us.

About Advanced

Advanced has over 30 years of experience in technical systems development. We provide software solutions to more than 5,000 law firms, in-house counsel and barristers' chambers, and more than 50,000 users.

Our legal clients depend on our solutions to support their business aims and processes every day. Our legal-centric software includes integrated chambers and case management systems, process workflows, time recording, Cloud forms, Cloud dictation, document management and digital document bundle production.

Many of our customers also rely on our business solutions to manage their core business processes such as HR, payroll, finance, spend management, eMarketing and IT services.

Our goal is to enable our customers to drive efficiencies, savings and growth opportunities. We do this by providing right-first-time software solutions that evolve with the changing needs of their business and the environment they operate in.

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