

Link Legal

A single contact management and e-marketing solution, developed with law firms in mind

Sitting within the familiar Outlook environment, Link Legal helps firms maintain up-to-date contact details and facilitates accurately targeted e-marketing campaigns.

A single point of data entry

Contacts added to Outlook can be simultaneously added to Link Legal. This means there is no duplication of contact data, and because the data is synchronised between both systems, the contact record in Outlook is always identical with that in Link Legal.

Contact preferences

Remembering contact preferences is a key factor in showing contacts that they are important to your firm. Continually asking them the same questions gives the impression they're just a number. Link Legal captures those vital contact preferences through firm specific segmentation and tracking fields.

Profile contacts

All contacts and companies can be comprehensively profiled. This profiling and activity data can be used in combination to search for, and accurately target, tightly focused groups of contacts.

Track marketing activity

Marketing activity can be tracked at the individual contact level. Leads from your firm's website, emails received, and events attended, can also be tracked. Everyone in the firm can view communications and the events their contacts have been invited to. They can also monitor levels of engagement for each contact.

Contacts clean their own data

Contacts can manage their own details and mailing preferences. This is a major contribution in helping firms ensure the maintenance of correct contact data and will help prevent wasted marketing communication efforts.

When clients self-clean data it also promotes opt-in marketing best practice and will greatly assist your firm with any data / spam compliance initiatives.

Analysis

Link Legal keeps track of which contacts have been communicated with, which mailings they've received, and how they've responded to each one. Response activities that are captured, and recorded, include message clicks, opens, categories, exclusions, bounce-backs and failures.

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Targeted marketing

Link Legal empowers users to target and refine marketing activities to generate the strongest ROI. The system automatically calculates a score for each contact based on their response to marketing activity – the 'Marketing Engagement Index'. This gives a measure of how engaged a contact is with your marketing communications and how that engagement is changing over time.

Compliance

Inbuilt compliance functionality facilitates compliance with data and consent legislations, including GDPR, CCPA and CASL.

Email marketing

The e-marketing component within Link Legal makes it straightforward and quick to generate, send and manage bulk emails. It also ensures campaigns and communications are timely and responses automatically recorded.

This is based on the core concept of 'closed loop communications' – which means that Link Legal records the results of your firm's e-marketing interactions directly within the CRM.

Cost efficiency

Link Legal is a cost-effective legal marketing solution. There are no additional charges tied to the volume of emails you send.

Flexible design options

There's no need to bring in third parties to create marketing emails. You can create, amend and design your own templates in-house, with a system that provides infinite flexibility.

Event management

An inbuilt event management tool tracks event participants and their preferences. It also provides the ability to view response rates for events throughout the year and to generate ROI metrics.

To find out more about Link Legal, please speak to
your Account Manager or **Contact Us**

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