

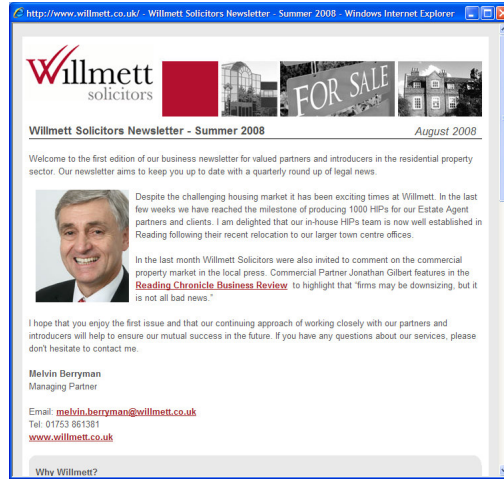
## An E-mail Newsletter Success Story

When 60-year established law firm Willmetts Solicitors felt the time was right to make the move to e-marketing they looked to Conscious Solutions for guidance.

**The brief:** To create an e-mail newsletter with strong visual impact that would be viewed by maximum recipients. With precious little time to write copy, a content solution was also needed.

**The solution:** The Conscious E-mail Newsletter service.

**The result:** Exceptional, well above average opening and click through rates.



Peter Bowen of Conscious feels the newsletter's overwhelming success was down to three factors :-

### 1. Strong Graphic Design

The visual impact of the newsletter was powerful; the cleanliness of design and the fact that the content was minimal helped immensely. Colour schemes matched the firm's website offering instant familiarity for readers.

### 2. Inviting Intro

A succinct and welcoming introduction linking to relevant content on the firm's website meant that readers instantly felt drawn in.

### 3. Content Leaders and Index Images

Sifting through reams of content to find the information *you* want to read can be a real put-off; so we incorporated *content leaders* – short summaries leading into longer stories – meaning readers could easily locate information of interest and simply follow the links to read more if they wished. Images were also used to illustrate the subject of each leader.

### Content Provided

Whilst the firm's Partners were able to supply case studies to form part of the newsletter's copy, the bulk of the material came courtesy of the Conscious content service. Another interesting feature highlighted was a business review from the local press. Peter felt its inclusion was important as it carried great esteem for the firm.

### Delighted with the Response

Willmetts's Client Service Manager Paul Britton was delighted with the response that he could easily gauge through the statistics provided. He was also pleased with the hand-in-hand guidance provided. "The partnership between Willmetts and Conscious is highly valuable; I worked very closely with Peter Bowen on this project and felt thoroughly supported throughout."

*"The newsletter was a great success and the fact that we are already working on the next one is testament to our absolute satisfaction with the results. Just knowing that we have an easy, successful way to maintain a presence in front of our clients and contacts brings great peace of mind."*

Paul Britton  
Client Services Manager

conscious

client case study

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