



**Marketing solutions for
ambitious law firms**



Do you need help to
get your e-marketing
campaigns off the
ground?



Berners Marketing works exclusively with the legal profession.

If you would like to launch an e-newsletter for your clients, we can help you with:

- building your mailing list
- specialist e-marketing software
- regular legal content
- campaign management support

"Email marketing is simply the most cost-effective marketing tool at your disposal!"

www.berniersmarketing.com
+44 (0)1782 791047

OLIVER FISHER SOLICITORS BUILDS EMAIL LIST IN ONE DAY



Having tried for some time to produce a list of contact emails internally, Oliver

Fisher's Senior Partner, Russell Conway, asked Berners Marketing to help produce an initial list of email contacts with our "Email List in a Day" service.

With all solicitors and support staff participating, by the end of the day a list of around 2,500 email addresses was compiled and Oliver Fisher Solicitors were in a position to launch their e-newsletter.



"Solicitors generally make the worst managers. Hence the exercise of extracting emails from fee earners was never going to be an easy one.

We took the view that the best way to facilitate the process was to employ an outside consultant who could make a potentially threatening and time-consuming process less painful and save everyone a great deal of time.

The end result was a huge list of email addresses which we can now use to our best advantage.

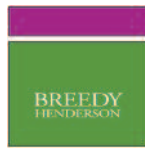
Whilst we continue to add to it and trim those that do not wish to become involved in our newsletter we now have a cheap and very effective means of email marketing."



RUSSELL CONWAY,
SENIOR PARTNER

E-NEWSLETTERS LAUNCHED FOR BREEDY HENDERSON AND KEYSTONE LAW

Newsletter campaigns were recently launched for two clients, wealth management specialists Breedy Henderson and Top 200 firm Keystone Law.



Breedy Henderson Solicitors advise ultra-high-net-worth individuals, family offices, funds and the financial services sector in the UK and overseas. Managing partner, Rosalyn Breedy, is a regular speaker on the international wealth management circuit, so launching an e-newsletter has been an ideal way of keeping in touch with clients and contacts around the world.

"I'd like to say a big thank you for all your help on producing our first firm-wide newsletter. I think it looks tremendous and something to be proud of."



**JAMES KNIGHT,
MANAGING PARTNER,
KEYSTONE LAW**

Keystone Law, with around 100 fee-earners, wanted to showcase their wide range of services and promote their active events calendar. All articles are written by the Keystone Law team and then edited by Berners Marketing to a consistent style within the e-newsletter.

PRIORITY ENQUIRY

RETURN THIS CARD TO RECEIVE FURTHER INFORMATION

Name _____

Position _____

Firm _____

Location _____

Tel _____

Email _____

Please tick as appropriate:

Please contact us to arrange a software demonstration and free trial

Please send us the following information:

Guide to email marketing

Guide to building an email list

Case studies and examples of work for other law firms

Details of legal content service

Please
affix
stamp
here

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