

# MASTER THE DELIVERY OF YOUR MESSAGE.

## EMAIL MARKETING

### DELIVER

Hubbard One's Email Marketing solution provides an effective and targeted online marketing tool for:

- Event invitations
- Event follow-ups
- Newsletters
- Client alerts
- Promotional campaigns
- "Green" marketing

### GONE ARE THE DAYS OF MASS EMAIL MARKETING. TODAY, YOU NEED TO DELIVER YOUR MESSAGE WITH DEPTH, PRECISION AND SPEED.

Today's clients demand more than cookie-cutter communications from their firms. In order to make a real impact, firms need to deliver timely, information-rich and value-driven communications that make a difference.

Hubbard One's Email Marketing solution makes it easy for marketers to drive insight and value directly to their clients. From thought leadership and client alerts to "green" event invitations and other value-added information, Email Marketing lets you engage your audience with the right information at the right time to make a difference in their business.

### TARGET YOUR MESSAGE. BE HEARD.

Hubbard One's Email Marketing was built specifically with law firm outbound communication in mind. It provides flexibility in creating and deploying email-based law firm communications, including newsletters, alerts and event invitations.

- **Email template library:** Flexible, legal-specific email templates enable nontechnical staff members to easily modify graphic elements, including images, font styles and colors, in order to create impactful, branded communications
- **Customizable templates:** Email Marketing accommodates completely customizable email layouts
- **Tailored content:** Email Marketing gives you the ability to personalize email content to individual recipients based on their interests
- **List management:** Easily import lists from existing contact management applications directly into Email Marketing or use Email Marketing's robust list management functionality to create and manage distribution lists and contacts
- **Robust reporting:** Graphically track key campaign metrics such as open rates, click-throughs, unsubscribes and even email engagement levels of your key clients and prospects over time
- **Seamless integration:** Email Marketing integrates seamlessly with Hubbard One's Web Center, allowing you to easily leverage content from your firm's website into Email Marketing and vice versa

*"Hubbard One's Email Marketing tool makes it easy for us to turn content into a competitive advantage by enabling us to deliver information to our clients faster, when it can make a difference for them."*

BARBARA BRYANT  
Business Development Director  
Alston + Bird LLP

