Client alerts: Top tips (from experience)

SWIPE

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Timeliness and frequency

Being one of the first to get your alert out demonstrates promptness and authority on the subject matter.

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Concise and readable

Keep your alert short, between 1,000 - 2000 words. Use section headers to break up the content into digestible parts.

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Relevant, practical and proactive

Ensure the alert clearly articulates the relevance of the information to the client, eg, why your client should take note and how your firm can help.

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Ask for help

If resources are tight, ask for help from associates, trainees or interns, who can do the research and draft something for review.

Ensure regulatory and cultural sensitivity

Adhere to data privacy, confidentiality and anti-spam laws for the jurisdictions you are targeting.

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Obtain necessary approvals

Be aware of the internal and external approvals that need to be sought before the client alert is published.

Call to action

Conclude the client alert with a clear call to action - include relevant contact details and links to further reading.

Targeting the right audience

Ensure your mailing list is up-to-date and captures important information such as what your contacts would like to receive from your firm.

Branding

Ensure your firm’s branding is clear.

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Leveraging technology and appropriate platforms

Consider multiple distribution channels.

Test and review before sending the client alert

Ensure the client alert complies with your firm's guidelines and is error free.

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Measure your efforts and adjust

Monitor open rates, click-throughs and reader feedback to assess what works and what does not work.

Visit www.elevareasia.com to read the full article

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