



*“Tikit eMarketing is a key component in our marketing communication strategy, and we plan to increase use of the tool to improve our ability to deliver our message to our audience with clarity and consistency - and with content that matters most to them.”*

Bill Vannerson, Database Marketing Manager, Foley & Lardner LLP

Client: *Foley & Lardner LLP*

## **Tikit eMarketing provides robust communication platform for firm’s business development needs**

***Foley & Lardner LLP, a highly regarded national law firm, recently implemented Tikit eMarketing, a campaign management tool. The firm uses the tool successfully to automate the management campaigns, including events, newsletters and surveys.***

### **The situation**

Foley has been an active user of the LexisNexis® InterAction® client relationship management (CRM) system since 2001. Once InterAction was established and users were confident with the capabilities, the firm looked towards taking the CRM system to a more sophisticated and advanced level. Foley’s objectives for this phase included proactively managing the firm’s contacts through interactive online marketing, reinforcing the firm’s brand through cohesive and consistently designed communications and reducing the amount of administration time involved with events and campaign management.

Foley produces 29 newsletters and holds more than 300 events each year. Interactive, response-led marketing campaigns such as surveys, event invitations, and newsletters were time consuming and required significant manual input. Although the contact details were stored in InterAction and the system’s broadcast e-mail feature was occasionally utilised, the contact details were frequently extracted from the system so that the communication could be sent out through third-party event management services for more sophisticated registration management. Responses from recipients had to be monitored and manually entered into an Excel spreadsheet, and then later imported back into InterAction. Not only was this process time-consuming and cumbersome, it was also highly vulnerable to considerable inaccuracies.

### **The requirement**

Foley’s database marketing team wanted a system that could easily integrate with InterAction and leverage the contact data stored in the system for effective marketing campaigns. With this being a “must” requirement, the firm looked for a comprehensive eMarketing system that could produce well-designed, personalised e-mails in addition to building newsletters, e-briefings, surveys, and event invitations. The firm also wanted to capture real-time information from recipients and store that information directly in InterAction.

## **About Tikit**

Tikit is the leading independent provider of IT consultancy, services and software to legal and accounting firms. Tikit’s clients in the UK, Europe and the United States include more than 90 of the UK’s top 100 law firms, 20 of the top 50 US law firms and 18 of the top 50 UK accountancy firms. Headquartered in London – and listed on the London Stock Exchange (AIM:TIK) – Tikit combines in-depth knowledge of the business needs of legal and accounting firms with a unique capability to plan, implement, integrate and support virtually all of the IT requirements of a modern legal or accounting practice.

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## **Tikit eMarketing provides robust communication platform for firm's business development needs – continued**

### **The solution**

Foley selected Tikit eMarketing, which offers deep, real-time integration with InterAction. The solution uses the contact details stored in InterAction to generate personalised e-mails, regardless of the number of intended contacts. Tikit eMarketing collects recipient responses to invitations, surveys, and other interactive communications and accurately matches them with individual contact records in InterAction.

Foley also selected Tikit eMarketing because of its design and template capabilities. The solution enables Foley to build and store a set of HTML templates, which can then be used by marketing, business development, and other users for specific events and campaigns. This allows the firm to produce robust and consistently branded marketing communications with reduced effort and time spent building new templates.

### **The results**

Foley uses Tikit eMarketing for three key marketing functions:

#### **Events**

With nearly 300 events a year, the firm was struggling with its manual approach to event management. By using Tikit eMarketing, Foley was able to compile electronic invitations that not only requested confirmation of attendance, but could also capture more detailed information. For example, requesting registration information for break-out sessions, menu options, and travel arrangements could now be automatically managed using ReAction Server. Attendees submit requests and session choices via the online forms, their responses are automatically captured in InterAction, enabling the event manager to collate the registration information for the event.

#### **Newsletters and Alerts**

Manually managing the distribution lists for 29 newsletters was a mammoth task. Tikit eMarketing not only enabled the firm to produce well-designed personalised newsletters using E-Merge, but, it also completely changed how the distribution lists were managed. Recipients are now able to select their newsletter preferences, opt in or out of mailing lists, and even "forward to a friend." Essentially, the distribution lists became "subscription lists" that recipients could manage themselves.

Once a set of templates had been created using Tikit eMarketing, new content could be quickly and easily dropped into existing templates. This feature has considerably reduced the amount of time it takes to create each newsletter and has made it easier for the firm to ensure consistency of design and branding across its client communications.

Foley also uses templates for practice and industry alerts. Because alerts convey time sensitive issues or breaking news, it is critical that the information be delivered to the target audience quickly. The use of templates enables marketers to produce communications within minutes of copy approval. Since E-Merge and ReAction Server are integrated with the InterAction database, all marketing efforts are automatically tracked via InterAction.

Attorneys can track which contacts received the newsletter or alert via their Watch List; this feature enables them to use the information for specific talking points during their business development activities.

*"With the volume of events and newsletters that the firm has to manage, it was apparent that a manual solution could not be maintained. By bringing on board Tikit eMarketing, Foley has not only saved significantly on time costs, the firm has also been able to present a more professional and coherent brand image to its clients."*

Bill Vannerson, Database Marketing Manager, Foley & Lardner LLP

### **About Foley & Gardner LLP**

Foley is a highly regarded, national law firm providing client-focused, industry-specific services that result in high-value legal counsel for its clients.

Its practice areas encompass the full range of corporate legal services, including corporate governance and compliance, securities, mergers and acquisitions, litigation, labor and employment, intellectual property and IP litigation, and tax. Its attorneys are recognised as insightful thought leaders on these and many other of today's most complex business issues.

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