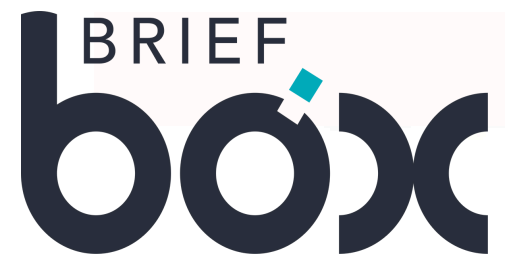


Thinking About A LegalTech Newsletter?



Contents

- 1. Introduction**
- 2. Summary**
- 3. Reporting Overview**
- 4. Email Thoughts**
- 5. Who is DEALTECHNO?**

Introduction:

Here's what we learned from the newsletter campaign.

We sent four emails to get people excited before the event.

In this report, we show:

- How well did each email do?
- What people liked, such as interesting topics or helpful information.
- What didn't work so well?
- Important numbers, like how many people shared the emails or gave feedback.

The emails, another look:

- [Email 1](#) 
- [Email 2](#) 
- [Email 3](#) 
- [Email 4](#) 

Summary:

Data Inputs:

75 Subscribers

285 emails sent

65.3% Open Rate

11.9% Click Rate

1.1 Unsubscribed

Email 1: Open Rate 79.7%



Email 2: Open Rate 58.3%



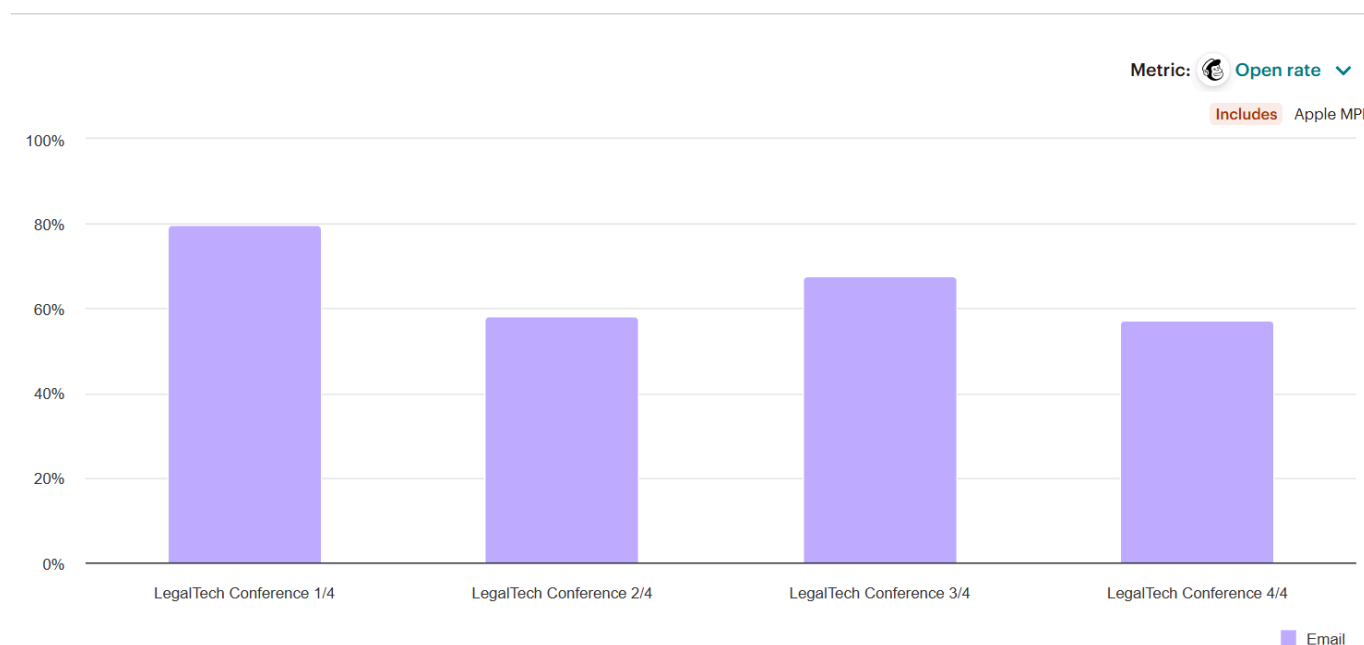
Email 3: Open Rate 67.6%



Email 4: Open Rate 57.3%



Individual message performance



Email 1: Thoughts on performance

😊 What Went Well

- 📈 First Email Performed Best: The first email always gets the most attention.
- 📅 Timing Was Right: Sent early in the week when people check their inbox.
- 🔥 Strong Title: “Nobody Teaches Us to Conference” caught attention.
- 🖱️ Good Click-Through Rate: Lots of people clicked the links.

😞 What Could Be Better

- ✍️ Too Wordy: Shorter, snappier text would be easier to read.
- 🚫 Weak Call to Actions: Clearer next steps could improve engagement.
- 🎨 Not Enough Color: More visuals and color would grab attention.
- 👁️ Hard to Skim: It should be easier to quickly find the key points.

Email performance

Nov 26, 2024 - Dec 16, 2024

📧 Open rate	📧 Click rate	📧 Bounce rate	📧 Unsubscribe rate
79.7%	32.8%	0%	1.6%
51 opened	21 clicked	0 bounced	1 unsubscribed

Additional email details

Successful deliveries	64 (100%)	Clicks per unique opens	41.2%
Total opens	104	Total clicks	75
Last opened	12/13/24 2:46PM	Last clicked	11/28/24 8:06AM
Forwarded	0	Abuse reports	0

Brief Description

Thank you for signing up for this short micro-newsletter! We truly appreciate it, and I hope you find it valuable and packed with insights! - any questions: **Just reply to the email!**

Hi Friend!

I've been in LegalTech sales for 15 years, and not once has anyone told me how to really "conference."

Early on, I was told to just turn up and make something happen.

This usually resulted in me either hiding in the bathroom or pretending to be on my phone... true story!

Let's be honest—conferences are a big investment in both Cash & Time

Between travel, hotels, registration fees, and the time away from the office, you better be walking away with something solid.

Yet, too many people leave empty-handed, not fully capitalizing on the opportunity.

Here's how to stop wasting time and make every conference work for you:

1. Set Clear Goals From Day One: Without a target, you're just shooting in the dark. Are you there to network, find clients, or learn? Define your mission and let it guide your strategy.
2. Do the Work Before You Get There: Research the event, identify key people, and schedule meetings in advance. Those who plan ahead make the most of their time—while others stand awkwardly by the coffee machine or hie behind their Laptops **You know we have all done this!**
3. Track What Actually Matters: Are you just chatting, or making real connections?

[Want to know how I changed my conferencing mindset?](#)



Conferences don't have to be a gamble or a stressful exchange of niceties while trying to look busy! Let's make them work for you.

Big Love
Rob x.

Need a LegalTech solution: [here](#)
Need help with LegalTech Recruitment or Sales: [here](#)

PS: If you want an intro to me: [here](#)

Email 2: Thoughts on performance

😊 What Went Well

- 📊 Strong Open Rate: Impressive for a public holiday.
- 😄 Clever Opener: Played well on the previous error.
- 🖼️ Good Thumbnail: Visually appealing and engaging.
- 🔥 Punchy Bullets: Easy-to-read and to the point.

😞 What Could Be Better

- 🦃 Bad Timing: Sent on Thanksgiving—many were busy.
- ✍️ Too Wordy: Needs shorter, snappier text.
- 🚫 Weak Actions: Call to actions weren't clear.
- 🎨 Lack of Color: More visuals and color needed.
- 👁️ Hard to Skim: Make key points easier to spot.

Email performance

Nov 28, 2024 - Dec 17, 2024

📄 Open rate	📄 Click rate	📄 Bounce rate	📄 Unsubscribe rate
58.3%	4.2%	0%	0%
42 opened	3 clicked	0 bounced	0 unsubscribed

Additional email details

Successful deliveries	72 (100%)	Clicks per unique opens	71%
Total opens	80	Total clicks	5
Last opened	12/10/24 3:01PM	Last clicked	11/28/24 5:38PM
Forwarded	0	Abuse reports	0

Brief Description

First newsletter out the gate, and I get my employer's name wrong — #classic.



Hi Friend!

Networking. For some, it's a chance to shine; for others they wish the Sponsor Board would turn into a black hole and swallow them whole!

Either way, it's unavoidable, so let's make it less painful and more effective.

Here's the golden rule: **don't be a weirdo**. You're not selling insurance door-to-door; you're here to connect, learn, and share value.

1. Ditch the Pitch: Nobody likes being sold to within 30 seconds of meeting someone. Instead, be curious. Ask questions, be inquisitive!
2. Do Your Homework: If there's someone you really want to meet, find out about them beforehand. Not in a creepy way—just enough to know what they care about.
3. Follow Up, Properly: A generic "great to meet you" email doesn't cut it. Reference something specific from your chat, and keep the conversation going.



Conferences are full of opportunities, but only if you know how to make the right moves.

To quote my guy Channing Tatum: Rule #1 (try) to be cool.....

Big Love
Rob x.

Need a LegalTech solution: [here](#)
Need help with LegalTech Recruitment or Sales: [here](#)

PS: Intro to me by me: [here](#)

Email 3 : Thoughts on performance

😊 What Went Well

📖 Better Content: Improved quality and value.

🖱️ Higher Clicks: Better click-through rate.

📊 Strong Open Rate: 67.6% for the weekend is excellent.

😞 What Could Be Better

📅 Weekend Timing: Sending on a weekday might perform better.

🖼️ Weak Thumbnail: Could be more engaging.

👋 Unsubscribe: Someone opted out.

Email performance

Nov 30, 2024 - Dec 17, 2024

📧 Open rate	📧 Click rate	📧 Bounce rate	📧 Unsubscribe rate
67.6%	5.4%	0%	1.4%
50 opened	4 clicked	0 bounced	1 unsubscribed

Additional email details

Successful deliveries	74 (100%)	Clicks per unique opens	8%
Total opens	78	Total clicks	11
Last opened	12/13/24 2:54PM	Last clicked	12/2/24 9:13PM
Forwarded	0	Abuse reports	0

Hi Friend!

Let's be honest—after the first few vendor demos and small talk with peers, conferences can start to feel like a blur of buzzwords and surface-level chats.

We've all been there, right? That multi-day event where by the last day, everyone's just exhausted, and the coffee machine has seen better days.

But here's the secret to unlocking the true value of any conference: asking the right questions.

Every conference is different, but there's one constant: you'll find two types of people.

Those looking to invest in new solutions, and **those who are selling something.**

There's a sprinkle of learning and community, but fundamentally, it's about those two groups.

The trick is to figure out who you're dealing with and tailor your questions accordingly to extract maximum value from each interaction.



Here's how you can make the most out of each conversation:

Q's: Buying/ Investing in Stuff:

You're there to see if they can actually deliver value, so dig deep with these questions:

- How does your solution integrate with the existing systems most legal teams use?
- What kind of ROI have your clients seen, and how long did it take to see those results?
- What's the most overlooked feature of your tool that can drive significant value for legal teams?

Q's: Selling/ Building Relationships:

You're not just there to hear about their wins—get deeper into their experiences:

- What's one challenge you faced when implementing [insert LegalTech]? How did you overcome it?
- How are you balancing tech adoption with managing a legal department's workload?
- What's one thing you wish you'd known about LegalTech before you started using it in your team?

I've recorded a quick video explaining how I approach these conversations to ensure I always walk away with actionable insights. Watch it [here](insert link).

Don't let another conference pass you by without walking away with the insights that'll actually move the needle for your business.

Big Love
Rob x.

Email 4 : Thoughts on performance

😊 What Went Well

⚖️ Consistent Data: Balanced and steady performance.

📊 Better Content Breakdown: Clearer and more structured.

😞 What Could Be Better

📉 Dropping Open Rate

🖼️ Weak Thumbnail: Could be more engaging.

🚫 Should have included work product but didn't

Email performance

Dec 2, 2024 - Dec 17, 2024

📧 Open rate
57.3%
43 opened

🖱️ Click rate
8%
6 clicked

📧 Bounce rate
0%
0 bounced

📧 Unsubscribe rate
1.3%
1 unsubscribed

Additional email details

Successful deliveries **75 (100%)**

Total opens **61**

Last opened **12/9/24 7:45PM**

Forwarded **0**

Clicks per unique opens **14.0%**

Total clicks **18**

Last clicked **12/3/24 9:42AM**

Abuse reports **0**

Hi Friend!

The truth is, most people wing it at conferences.

ME TO!! Honestly I am terrible at them 🙄🙄🙄🙄🙄



To save embarrassment I will use "They" instead of "Me/ I/ Rob".

They show up, grab a coffee, and hope for the best. But you? You're smarter than that. You know that a little preparation goes a long way.

So here's your pre-conference checklist to make sure you're hitting the ground running.

1. Pre-Schedule Meetings:
2. Set Clear, Measurable Goals:
3. Pack Like a Boss:

Success at conferences doesn't happen by accident—it's about preparation.

If you take the time to plan, you'll reap the rewards.

If you missed any of the others letters to self in the series:

- [Nobody Teaches Us How to Conference: \(1/4\)](#)
- [Don't Be a Weirdo \(2/4\)](#)
- [It's all in the Questions \(3/4\)](#)

If you want to chat WhatsApp me: [HERE](#)

Big Love

Rob x.

Need a LegalTech solution: [here](#)

Need help with LegalTech Recruitment or Sales: [here](#)



Who Are DealTechno?

DealTechno helps LegalTech companies find great people and grow their business.

What We Do:

1. Recruitment: We connect LegalTech companies with the best talent.
2. Consulting: We help solve Sales problems to help you grow faster.

Why Us:

We know LegalTech inside out and deliver quick, reliable results for Sales Support and Recruitment

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capchase

Consilio

v|lex

brightflag