

International Lawyers Network



Motivated by a strategic goal to increase the ILN's visibility within the membership, the staff launched an internal communications program using direct email. Eye-catching, humorous and encouraging member interaction were key goals of the design that ultimately used cartoons to convey the story. Each cartoon/caption was based on a little known and often outdated international law still on the books.

"Did you know that in Montreal, the Queen Elizabeth Hotel must feed your horse freely when you rent a room?" conveys the spirit of the selection of images mailed monthly to the membership and hyperlinked to the firm's ILN profile page. Each cartoon carries a baseline reference to an ILN member practicing in the community referenced in the law – a clever nod to the broad legal knowledge base within the ILN membership.

YHA judges were all smiles when they gave this program a first place for clever and successful achievement of goals.

Staff with limited but talented resources surmounted the challenges: researching laws, illustrating cartoons, liaising with member firms for input and approval, arranging for electronic delivery of the cartoons, figuring out how to bypass spam filters, and tracking the results.



OUTCOMES: Using MagnetMail's system ILN staff were able to track receipt and opening of emails and click-throughs. With an average open rate of 27% and a 2.2% click-through rate, the ILN estimates approximately 800 members view ILNBriefs, a 60% increase over the ILN's monthly contact with members before the email program launched. Further, ILN office staff report a spike in phone calls from members and nonmembers since the campaign began.