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| --- | --- |
| Collins & Whitmore**MARKETING PLAN** | 2018 |
| **GOALS** (WHY) | **STRATEGIC**(WHAT) | **TACTICAL**(HOW) |
| **GOALS OF MARKETING PLAN**1. **Authority**: Establish Collins & Whitmore as an authority on and the clear “go-to” for Family Law in New York.
2. **Awareness**: To increase awareness and credibility of Collins & Whitmore within New York.
3. **Lead Gen**: To generate new followers, prospects and clients monthly.

**METRICS**New Leads / Month

|  |  |  |
| --- | --- | --- |
|  | 15+ | Goal Exceeded - Great |
|  | 10 – 14 | Goal Met – Good |
|  | 5 – 9 | Warning: Goal Not Met |
|  | 0 – 4 | Critical: Far Short of Goal |

New Clients / Month

|  |  |  |
| --- | --- | --- |
|  | 3 | Goal Exceeded - Great |
|  | 2 | Goal Met – Good |
|  | 1 | Warning: Goal Not Met |
|  | 0  | Critical: Far Short of Goal |

 | **MARKETING INITIATIVES**1. **Networking.**

Events, lunches, conferences1. **Content**. Weekly Blogs. Quarterly Case Studies.News / Announcements as available.
2. **SEO.**Ongoing Search Engine Optimization.
3. **PPC.**Google AdWords Advertising.
4. **Video.**Educational videos once / month.Client testimonial videos twice / year.
5. **Email Marketing.**Build contact/email database.Weekly Firm Newsletter.
6. **Social**Distribution of new content (weekly)
7. **Analytics**Analyze web traffic, conversion.Analyze new leads & new client metrics.
 | **EXECUTION**

|  |  |  |
| --- | --- | --- |
| **Initiative** | **Who** | **Operationalized** |
| Networking | John | ✓ |
| Content | John + Agency | ✓ |
| SEO | Agency | ✓ |
| PPC | Agency |  |
| Video | John |  |
| Email Mkt. | John |  |
| Social | John |  |
| Event Mkt. | John |  |
| Analytics | Agency |  |

**TOOLS**

|  |  |
| --- | --- |
| **Function** | **Software/Service** |
| Web Hosting | JurisPage |
| CRM / Sales | Pipedrive |
| Email Marketing | MailChimp |

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|  **Sample Marketing Plan**©Copyright: Uptime Legal Systems, 2017, 2018Companion To:**Write a Killer Law Firm Marketing Plan**An Uptime JurisPage Article Learn how to write (and execute) an effective marketing plan for your law firm.If you're like many small and midsized law firms: You've at least thought about developing a marketing plan for your law firm. At its most basic, a marketing plan defines what you plan to do to market and grow your law firm and how you plan to do it. For some firms, the idea of writing down a plan seems daunting. Or maybe: It seems like an unnecessary exercise when you already are engaging in some level of marketing. Trust us: a marketing plan is as critical as a business plan. You need a thought-out strategy for not only what marketing actions your law firm will engage in, but how you'll do them, who will do them, when they'll be done--and how you'll measure the success (or lack thereof) of your time and money. [Read the full article here](https://jurispage.com/2017/internet-marketing/write-a-killer-law-firm-marketing-plan/). |  | **About Uptime JurisPage**JurisPage is a marketing agency exclusively serving the legal industry. JurisPage has helped hundreds of law firms grow their practice through effective Internet Marketing services.JurisPage was founded and is run by a licensed attorney and Internet marketing expert.Uptime JurisPage provides:* Legal Marketing Strategy
* Website Design & Hosting
* Search Engine Optimization (SEO)
* Pay-Per-Click Advertising (PPC)
* Email Marketing
* Blog-Writing & Copywriting
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