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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, conferences   1. **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 | | |
| **Sample Marketing Plan**  ©Copyright: Uptime Legal Systems, 2017, 2018  Companion 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 |