

**MARKETING PLAN****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****MARKETING INITIATIVES**

1. **Networking.**  
Events, lunches, conferences
2. **Content.**  
Weekly Bogs. Quarterly Case Studies.  
News / Announcements as available.
3. **SEO.**  
Ongoing Search Engine Optimization.

**EXECUTION**

Initiative	Who	Operationalized
Networking	John	✓
Content	John + Agency	✓
SEO	Agency	✓
PPC	Agency	
Video	John	
Email Mktg	John	