

MARKETING PLAN

| GOALS (WHY) | STRATEGIC (WHAT) | TACTICAL (HOW) | | |
|---|---|-------------------|---------------|-----------------|
| <p>GOALS OF MARKETING PLAN</p> <p>1. Authority: Establish Collins & Whitmore as an authority on and the clear “go-to” for Family Law in New York.</p> <p>2. Awareness: To increase awareness and credibility of Collins & Whitmore within New York.</p> <p>3. Lead Gen: To generate new followers, prospects and clients monthly.</p> <p>METRICS</p> | <p>MARKETING INITIATIVES</p> <p>1. Networking. Events, lunches, conferences</p> <p>2. Content. Weekly Bogs. Quarterly Case Studies. News / Announcements as available.</p> <p>3. SEO. Ongoing Search Engine Optimization.</p> | EXECUTION | | |
| | | Initiative | Who | Operationalized |
| | | Networking | John | ✓ |
| | | Content | John + Agency | ✓ |
| | | SEO | Agency | ✓ |
| | | PPC | Agency | |
| | | Video | John | |
| | | Email Mktg | John | |
| | | | | |