Marketing Plan :

Optimize SE&P Website usage as marketing Tool

Plan	Initials	Timing	KPI's

Develop an effective bilingual Site continuously update	• **Web-Site contents update Mechanism :**
	   • Develop periodic content Management mechanism
	   • Develop Newsletter issuing mechanism (Quarterly)
	   • Case Studies Convert into Text and Update SEO Tags
	   • Update Contact us Mechanism - include into Newsletter (Quarterly)
	   • Include all posting You-Tube Interviews in SE&P Site
		Q1 2010	• Measure Website hits
			• Quarterly issued Newsletter + Count

	• **Obtain a well designed / attractive Website** • Review Webs Design Review and evaluate sections & products Pages based on product Min – profitability	Q1 2010	
	• **Secure Web site :**		
	• **Bilingual website :** • Develop Arabised website Address Middle Eastern & Gulf Markets	Q2 2010	• Measure Web Traffic by Country

	• **Internet Marketing campaign :**
	   • Optimize Pages for SEO (Search Engine Optimization)
	   • Post SE&P Site across Major search engines (Yahoo, Google & MSN)
	   • Listing SE&P Site across All specialized – listing firms
		Q2 2010	• First Page Listing (Top 10) across specific Search
			• Include listing across selected 22 site

Other Internet tools usage	• **Usage of other Professional Networks as (inked-In) & Face-Book)** • Includes Logo / Bio and Brief for lawyers • **Digitize Interviews into You-Tube and Include in SE&P site**	Q1 2010	• Profiles Created for Team