**Marketing Plan**

{Name of Your Law Firm} {Year}

# Target Audience

|  |
| --- |
| Individuals who have been injured in a slip-and-fall or motor vehicle accident. |

# Objectives & SMART Goals

| **Objective** | | **SMART Goals** | | **Key Metrics** |
| --- | --- | --- | --- | --- |
| #1 | Maximise digital visibility | a | Increase website traffic to 10,000/month in the next six months. | * The number of visitors to your site * Organic traffic * Google Search ranking * Social media followers * … |
| b | Gain 100 followers on Facebook in the next six months. |
| #2 |  | a |  |  |
| b |  |
| #3 |  | a |  |  |
| b |  |

# Product Messaging

| Insert Product #1 | Insert Product #2 | Insert Product #3 |
| --- | --- | --- |
| The key value your product provides and how it solves your customers’ pain points |  |  |

# Work Breakdow

| **Objective** | **Action Items** | **Budget** | **Deadline** | **Status** |
| --- | --- | --- | --- | --- |
| O#1 | * Produce 3 blog posts * Write 20 social media posts | $7,500 (30hrs of work)  $99/month (X software) |  |  |
| O#2 |  |  |  |  |
| O#3 |  |  |  |  |