Building Forensics and Expert Testimony

Niche Marketing Plan

Engler, Guccione & Partners

Goal:

Obtain billable hours for consulting jobs in the recession-resistant market of Building Forensics and Expert Testimony.

Primary Tasks:

Identify paths and venues into the building forensic and expert testimony arenas

Determine best approaches to the arenas

Execute multi-prong approach for market penetration

General Tasks:

*Resumes*

All professionals in EG&P will be marketed as expert witnesses in building forensics

Resumes posted on webpage that is built solely to promote and market our experts for testimony

Consulting attorney advises that our resumes are the most important piece to selling ourselves as expert witnesses.

Be specific in our resumes: list all cases we have consulted on.

*EG&P Website*

Add webpage for consulting services to the company website

Cost: $75

*EG&P Forensics Website*

Create new website to promote our expertise and availability

Cost: $275

*Google Adwords*

Buy pay-per-click words and ads that link to our website and advertise our testimonial abilities

Cost: $15 a month

*Email campaigns*

Send emails to targeted recipients who would benefit from our consulting service

Developers

Owners

Defense attorneys

Prosecuting attorneys

Cost: $0

*Advertise in newsletters and magazines for targeted groups*

Cost: varies by publication

Select two publications initially