

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:

1. *Resumes*
 - a. All professionals in EG&P will be marketed as expert witnesses in building forensics
 - b. Resumes posted on webpage that is built solely to promote and market our experts for testimony
 - c. Consulting attorney advises that our resumes are the most important piece to selling ourselves as expert witnesses.
 - d. Be specific in our resumes: list all cases we have consulted on.
2. *EG&P Website*
 - a. Add webpage for consulting services to the company website
 - b. Cost: \$75
3. *EG&P Forensics Website*
 - a. Create new website to promote our expertise and availability
 - b. Cost: \$275
4. *Google Adwords*
 - a. Buy pay-per-click words and ads that link to our website and advertise our testimonial abilities
 - b. Cost: \$15 a month

5. *Email campaigns*

- a. Send emails to targeted recipients who would benefit from our consulting service
- b. Developers
- c. Owners
- d. Defense attorneys
- e. Prosecuting attorneys
- f. Cost: \$0

6. *Advertise in newsletters and magazines for targeted groups*

- a. Cost: varies by publication
- b. Select two publications initially



YOUR VISION. OUR FOCUS.