

# **Public Relations Plan For The Law Office of Jon E. Jessen**



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## Situation Analysis

The Immigration Law Office of Jon E. Jessen seeks to attract new regional clients from among the non-citizen / immigrant communities (e.g., Hispanic, Arabs and others). Some potential clients may need services to make their U.S. status official or legal, while many others may need help handling the devastating possibility of deportation.

As part of its strategy to attract new clients, the law firm has:

- Revamped its website,
- Started a blog,
- Mailed letters to its client database, and
- Written an ebook.

The law firm has expressed an interest in a proposal from the Web Marketing Store, suggesting ways this marketing consultancy could help further Jessen's business-building goals.

This PR plan is designed to help build-out the leadership presence of Jon E. Jessen online and offline late November 2011 – March 2013.

Prior to creating a budget and timeline for this plan, consultant would like to discuss by phone which elements Jessen may or may not want, and the logistics of what Jessen itself would handle vs. need help with.



# Objective & Strategies

## Objective

Mount a marketing effort that continues positioning the law firm as a top-of-mind resource among various stakeholders concerned with immigration law in the Connecticut and New York State area.

## Recommended Strategies

- #1 -- Enhance offline awareness about the firm among relevant families in the Connecticut and New York State area.
- #2 -- Further establish the firm's online presence among those specifically searching for immigration law information and/or services.



## Tactics

**Strategy #1:** *Enhance offline awareness about the law firm among relevant families in the Connecticut and New York State area.*

### Tactic A

Create and distribute to regional community organizations and businesses a supply of free Jessen-branded “Immigration Do’s & Don’ts” wallet-sized cards.

- It is our understanding that many do not know their options if suddenly confronted by deportation reps and unwittingly sign documents giving permission to deport.
- This 4-panel “hip-pocket” business card establishes goodwill and places Jessen just a phone call away during emergency.

### Tactic B

Create and distribute to regional immigrant-heavy community newspapers an opinion piece or article expressing why the new Administration’s anticipated policy reforms will not go far enough.

- Angle: “11 Million Reasons Why Reform Must Continue - But Here Are the Top 10”
- Consultant will pitch regional media pickups by email and phone



## Tactics (cont'd.)

**Strategy #2:** *Further establish the law firm's presence online among those searching for immigration law information.*

### Tactic C

Write "search engine-friendly" marketing copy for the ebook.

- Consultant would like more information about what Jessen already plans as marketing for the ebook.
- Not budgeted here but available are affiliate marketing copywriting services and outreach; long-form landing site copywriting; and registration of ebook to sell at various online places ebooks are sold.

### Tactic D

Write and distribute 2 press releases:

- Ebook announcement press release
- 2<sup>nd</sup> Press release underscoring importance of contacting an immigration attorney when facing criminal charges or job raid
- Upload releases 1 month apart, both to one paid and 2 free PR distribution sites
  - \* PRWeb.com @ \$200 per release (x2)
- Consultant will pitch regional media by email and phone
- 10 blogs/forums will be messaged about and linked to promoting each press release



## Tactics (cont'd.)

### Tactic E

-- Create various informative microsites that link readers to Jessen Law's website for contact and other information.

-- **Squidoo.com** / one keyworded for NY, another keyworded for CT

-- **eHow.com** / one Do's and Don'ts list if faced with a sudden deportation threat

-- **HowStuffWorks.com** / one Do's and Don'ts list if faced with a sudden deportation threat

### Tactic F

-- Create a viral "Immigration Voices" white paper to create ebook awareness. The piece would dimensionalize the plight of those who fear deportation, and arm potential victims with how-to tips if confronted.

-- An animated, "heart-tug" PowerPoint piece the document would be distributed as a free viral document via email efforts.

-- Heavily photographic, the "keeper" piece, would include bold statistics, top-lined case examples and helpful Do's & Don'ts tips.

-- Document ends with contact information for Jessen and website URL re: ebook.



**Thank you for your interest  
in having the  
Web Marketing Store  
assist your PR & marketing needs.**

For creation of a budget to implement  
any or all of the promotional concept herein,  
please plan to discuss what you're interested  
in a obtaining a firm cost for.

**Vicki Wright**

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