

Jaguar Reporting: Unlimited Budget Plan

Amanda Sblendorio, Cailin Byrne,
Kim Kenny, Leeana Batungbacal

Background

Overview

- Founded in 2001
- Court stenography agency
 - Offers team of reporters, interpreters, translators, etc.
- Certified Woman Business Enterprise (WBE)



Expansion

- Offices across the nation
 - NYC, Chicago, LA, Boston, Dallas, Salt Lake City
- Cover all types of cases
 - Trial, divorce, fraud etc.
- In-house stenography training



Jaguar Court Reporting is the only certified Woman Business Enterprise stenography agency that provides speed and accuracy with a diverse, woman owned and operated team in a traditionally male-dominated field.

Objectives

- Develop a media plan that puts Jaguar Reporting above its competitors
- Increase activity on social media platforms with a Social Media Manager
 - Facebook
 - Instagram
 - LinkedIn
- Increase brand awareness with a TV/Youtube Commercial

Target Market

Demographics

- Gender
 - 64% Male, 36% female
- Age
 - Median age 49
 - 4% under 29, 22% are 30-39, 41% are 40-54, 34% are 55+
- Race/Ethnicity
 - White, non-Hispanic 88%
 - Black, non-Hispanic 5%
 - Hispanic 4%
 - Asian, non-Hispanic 3%
- Law firm size
 - 2-5 lawyers 76%
 - 6-10 lawyers 13%
 - 11-20 lawyers 6%
 - 21-50 lawyers 3%
 - 51-100 lawyers 1%
 - 101+ lawyers 1%

Target Market

- Current market is primarily small law firms (1 to 5 lawyers)
- We want to target more larger firms (6 to 20 lawyers)
- Law Agencies located in New York City
 - Lawyers who work on civil cases
 - Personal injury, divorce, labor law, etc.
- Most lawyers are white males, ages 45-55
- Expanding target to include more women

Media Habits

- Percent of white internet users who use social media sites



Media Habits

Demographic Profile of US Media Users, Spring 2016

% of population in each group

1 Internet users (1)

2 Mobile phone owners (2)

3 TV viewers (3) (4)

4 Radio listeners (3) (5)

5 Magazine readers (6) (7)

6 Newspaper readers (7) (8)

	1	2	3	4	5	6
Gender						
Male	81.3%	94.6%	89.3%	84.4%	67.7%	45.7%
Female	82.2%	95.5%	88.9%	81.2%	76.7%	46.9%
Age						
18-24	97.5%	97.3%	76.9%	85.5%	72.3%	35.5%
25-34	94.5%	98.2%	82.5%	88.0%	70.5%	36.0%
35-44	93.8%	98.5%	88.0%	89.3%	73.1%	40.4%
45-54	85.7%	97.6%	92.7%	87.1%	73.7%	47.2%
55-64	75.6%	95.3%	94.1%	82.8%	73.7%	53.7%
65+	50.2%	85.0%	96.4%	65.9%	71.1%	61.1%

Customer Prints

- Jack Smith
- Robert & Jim
- Megan Driscoll

Jack Smith

Jack Smith is one of the six lawyers at Kennedy & McCabe. Jack takes on many personal injury cases because he wants to see his client's receive the justice they deserve. He is available to his clients at all hours of the day and works hard to make sure that he gets the outcome his clients want. He spends a lot of time on LinkedIn to connect with other lawyers so he can better his strategies in court. Jack's wife, Maureen, is the CEO and founder of a non-profit that raises for cancer research. In his downtime, he enjoys reading a good book.



Robert & Jim

Robert and Jim started working at Cullen & Johnson straight out of law school. This tag-team duo has been working on personal injury cases at this small firm together for over 30 years. It is hard for them to stay up to date with technology but they do use social media sites like Facebook and LinkedIn when hiring new employees. They also use these sites to stay up to date on all the current news. Robert's wife, Tracy, is a real estate agent, and Jim's wife, Deena, works for a fashion magazine.



Megan Driscoll

Megan Driscoll has just been promoted to partner at Rubenstein & Rynecki. She has worked for over 10 years to become a partner and is excited to start controlling every aspect of her clients' cases. She is assigned to many personal injury cases and is available to her clients at every stage of the case. Megan comes home every night and watches World News tonight with Lester Holt with her husband. She also uses Facebook and Instagram to stay updated with news and see what's going on with her friends.



Unlimited Budget

- Print Media Plan
- Social Media
- TV/YouTube Commercial

Print Media Plan

Print Media Rationale

- Many lawyers read law magazines and law journals because they give information on resources, cases, legislative issues, management practices, and more.
- Our ideal target market, New York based law firms who specialize in personal injury and/or divorces

Print Media Objectives

PRIMARY:

- To generate awareness of Jaguar Reporting to high profile law firms as a leader in the stenographer industry.

Secondary:

- Drive traffic to Jaguar Reporting's website and social media profiles

Print Media Strategy

- Campaign to run from November 2026 to November 2027
- Full page ads in each publication to target small personal injury law firms with well-seasoned lawyers
- Ad messages will focus on services offered and overall brand image
- Messaging Schedule:
 - Brand Image- November/December
 - Stenography Services- January/February
 - Brand Image- March/April
 - Deposition Suites- May
 - Stenography Services- June/July
 - Interpreters/Translators- August/September
 - Brand Image- October/November

Publications

- The American Lawyer
 - 10k print subscribers, 138k newsletter subscribers, 81 mobile visitors per month, 172k website visitors per month
- The National Law Journal
 - 10k print subscribers, 63k newsletter subscribers, 80 mobile visitors per month, 192k website visitors per month
- LEGAL Affairs
 - 150K print readers, 120,000 website visitors per month

Print Media Plan

Publication	Circulation	Total Audience	# of Insertions	Full Page Cost	Gross Impression	Total Cost	CPM
The American Lawyer	10,000	81,000	12	\$7300	972,000	\$87,600	\$90.12
The National Law	10,000	89,000	12	\$8700	1,068,000	\$104,400	\$97.75
LEGAL Affairs	30,000	150,000	12	\$5220	1,800,000	\$62,640	\$34.80
Total	50,000	320,000			3,840,000	\$254,640	

Print Media Schedule

Print Media Metrics

Media Tactic	Objective	Metric	Success Metric
Brand Image Print Ad	Awareness and Mindshare	Brand Awareness % increase	15% increase
Services Specific Print Ads	Increase in use of services	% increase in use of services	15% increase

Social Media

Social Media: Facebook

Use existing official page to create a more professional platform (\$1,000)

- Develop company logo as the profile
- Update bio, list key agency members
- Add more photos to develop a company brand/ personality
- Update the links to direct viewers to company website and email accounts
- Plan to boost featured posts
- Weekly Ads (52)
- Cost per Click: \$0.24/view

Social Media: Instagram

- Create a presence on instagram (\$1,000)
- Daily posts of main female clients and/or employees in the workplace.
- #womenofjaguar (one per week)
- Cost per Click: \$0.24/view
- Weekly posts

Social Media: Linkedin

Establish a better presence on professional networking site

- Add company logo to profile
- Create a professional bio for LN page
- Add more information: link company email, Facebook page and other social channels to the page
- Expand following (currently 10 followers)
- Include recent updates so viewers are aware of company's current activity
- Paid ads throughout the year
- \$2 CPM = \$1,000 for 300,000 impressions

Social Media Manager

- Hire Hootsuite to manage our social media
 - Business Plan
 - \$99.99 a month per user (4-10 users)
 - Up to 50 Social Profiles in one place.
 - Advanced analytics with data exports to prove ROI
 - Content scheduling
 - Unlimited social campaigns
 - 24/7 support

Search Engine Optimization

SEO: Search Engine Optimization

- Monthly retainer for around \$3,000/month
- Provides the greatest ROI
- Usually includes: regular analytics reports, on-site content improvements, press releases, link building, keyword research, and optimization
- $\$3,000 \times 13 = \$39,000/\text{year}$



TV/YouTube Commercial

TV/YouTube Commercial

- Adults 35-49 are the largest segment of the Internet video audience
- Americans 50-64 make up the largest segment of the traditional TV audience
- Women watch more TV than men
 - Advertise WBE status

Video Audience Consumption: Age/Demo

Percentage by Age /Demographic – Part 1							
	K 2-11	T 12-17	A 18-24	A 25-34	A 35-49	A 50-64	A 65+
On TV*	11%	6%	7%	12%	22%	25%	18%
On the Internet **	8%	7%	9%	17%	27%	22%	10%
On Mobile Phones^	NA	12%	20%	30%	26%	10%	2%

TV/YouTube Commercial

- Local television stations: **\$200 to \$1,500** to create a 30-second commercial
- Average cost for 30-second commercial during prime time broadcast TV is **\$112,000**
 - CPM: **\$24.76**
- YouTube: pay what you can afford
 - Cost Per View: **~\$0.10-\$0.30**
- TV: **$\$1,500 + \$112,000 = \$113,500$ /year**
- YouTube: **$500,000 \times \$0.30 = \$150,000$ /year**

Budget

Budget Breakdown

Print Plan	\$254,640
Social Media (FB, IG, LN)	\$3,000
Social Media Manager	\$6,000
Youtube/TV Commercial	\$150,000 + \$113,500
SEO	\$39,000
Total	\$566,140