

Jaguar Court Reporting: Limited Budget

Amanda Sblendorio, Cailin Byrne,
Kim Kenny, Leana Batungbacal

Background

Overview

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



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.

Competitors

- At least 45 other court stenography agencies in NYC
- Diamond Reporting
 - Reporting for tri-state area and across the country
 - Personal injury, and other civil suits
 - Women-owned business
 - Court reporting and legal videos

Strengths

- Locations all over NYC, accessible
- Full team available, not only stenographers
- Certified Woman Business Enterprise

Weaknesses

- Website is outdated, not user friendly
- Do not utilize social media
- Target market is older and not internet savvy

Opportunities

- Create a social media presence
- Drive traffic to website through improved social media presence and SEO

Threats

- Audio recordings of court proceedings
- 45 other court stenography agencies in NYC alone

Target Market

Demographics

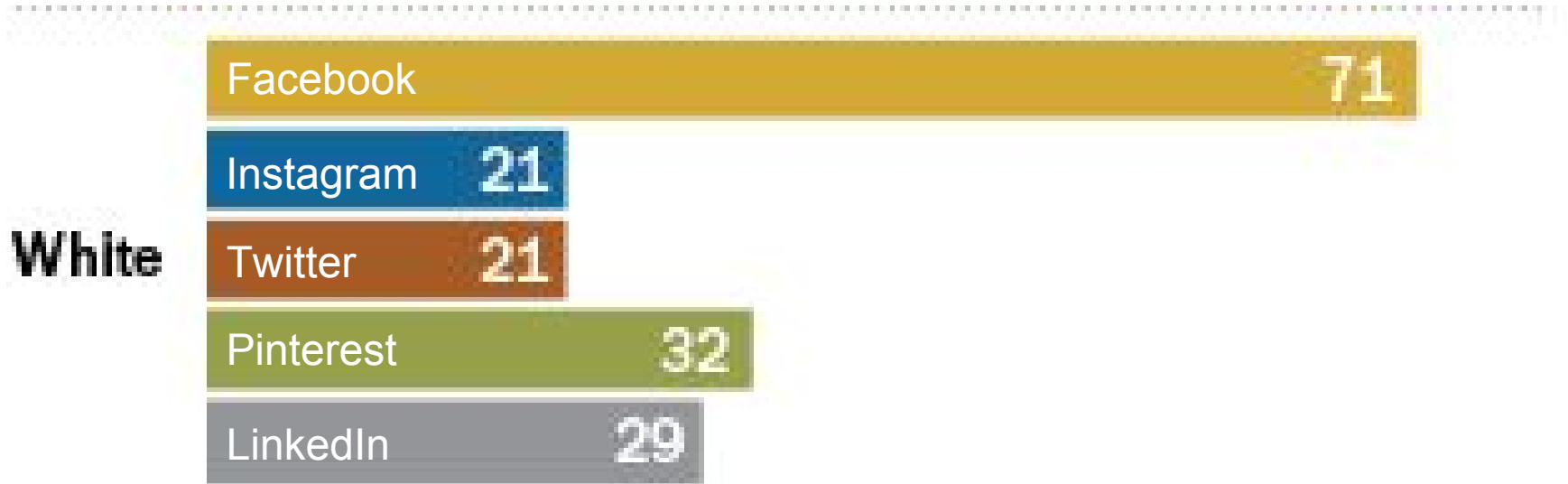
- Gender
 - 64% Male, 36% female
- Age
 - Median age 49
 - 4% under 29, 22% are 30-39, 41% are 40-54, 34% are 55+
- Race/Ethnicity
 - White, non-Hispanic 88%
 - Black, non-Hispanic 5%
 - Hispanic 4%
 - Asian, non-Hispanic 3%
- Law firm size
 - 2-5 lawyers 76%
 - 6-10 lawyers 13%
 - 11-20 lawyers 6%
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

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⁾

4 Radio listeners ^{(3) (5)}

2 Mobile phone owners ⁽²⁾

5 Magazine readers ^{(6) (7)}

3 TV viewers ^{(3) (4)}

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. The one thing their small firm lacks is a dedicated deposition suite where they can meet with clients.



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.



Objectives

- Develop a media plan that puts Jaguar Reporting above its competitors
- Improve online presence by updating website
- Increase activity on social media platforms
- Use Search Engine Optimization to increase awareness

Limited Budget

\$7,000/year

- Website
 - Improve online presence
- Social Media
 - Facebook and LinkedIn
 - Intern
- Search Engine Optimization
 - Improve search engine ranking

Website

- Take the current website and turn it into a more user friendly platform
- Change the layout to be more aesthetically pleasing
 - There's too much information at once currently.
 - Work on modifying the banners
- Include links to social media handles (FB & LN)
- Freelance Web Designer (\$1,000/ year)
- Suggestion JAMIE KLEIMAN
- Work towards providing a SEO plan

Jaguar
Court Reporting

NATIONWIDE
COVERAGE

Email Us

View our Blog



Phone: 1-844-533-3433
Fax: 718.858.7080

Welcome to Jaguar Court Reporting

Repository Library

CLICK HERE

Schedule A Deposition

Via Skype, video or in-person.

Click Here

Order A Transcript

We make it easy to order a transcript.

Click Here



Download The Jaguar Court Reporting Brochure

Download our printer friendly brochure.

Click Here

Receive a
FREE GIFT
when you schedule with us!

Deposition Centers

Brooklyn:

44 Court St.
Suite 1207
Brooklyn, New York

Queens:

8900 Sutphin Blvd.
Suite 302
Jamaica, New York

Bronx:

881 Gerard Ave.
2nd floor
Bronx, New York

Manhattan:

315 Madison Ave.
Suite 901
NY, NY 10017

Staten Island:

60 Bay St.
Penthouse Suite
Staten Island, NY 10310

HOME REPORTER AND SUNSET NEWS STAR NETWORK ULTIMATE NETWORKING EVENTS THE BROOKLYN SPECTATOR

BROOKLYN
TOP WOMEN
IN BUSINESS
NETWORKING & AWARDS DINNER

Join me as I celebrate in being honored as a
TOP WOMAN IN BUSINESS

Social Media: Facebook

Use existing official page to create a more professional platform (\$300)

- 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
- Bi-Weekly Ads (26)
- Cost per Click: \$0.24/view



Jaguar Reporting

Home

About

Reviews

Photos

Likes

Posts

Create a Page

Like

Message

Share

More



Status



Photo / Video



Write something on this Page...

Secretarial Service
in Brooklyn, New York

5.0 ★★★★★ Opens tomorrow



Search for posts on this Page



Invite friends to like this Page

Normal business hours are 9am - 5pm, Monday through Friday. Upon request we open our offices for depositions and/ or vide... [See more](#)



42 Likes

Amanda Sblendorio likes this



70 people have been here

About

See All





Jaguar Reporting

Home

About

Reviews

Photos

Likes

Posts

Create a Page

Like

Message

Share

More



Status



Photo / Video



Write something on this Page...



Jaguar Reporting

7 hrs · 🌐

Lawyers want to give their clients the right information, not mislead them, and be helpful. Getting this right takes practice. Sounding right also takes practice.

https://www.attorneyatwork.com/how-to-sound-like-a-winning...



How to Sound Like a Winning Lawyer

Last night while making dinner, I was listening to a political documentary playing in the background. One expert after another chimed in with comments,...

ATTORNEYATWORK.COM

Like

Comment

Share

Secretarial Service
in Brooklyn, New York

5.0 ★★★★★ Opens tomorrow



Search for posts on this Page



Invite friends to like this Page

Normal business hours are 9am - 5pm, Monday through Friday. Upon request we open our offices for depositions and/ or vide... [See more](#)



42 Likes

Amanda Sblendorio likes this



70 people have been here

About

See All





JAGUAR
REPORTING

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 = \$150 for 75,000 impressions



Jaguar Reporting Inc

Legal Services
11-50 employees

10 followers

✓ Following



Home

Jaguar Reporting Inc is a Legal Services company located in 44 Court St, Brooklyn, New York, United States.

Website

<http://www.jaguarreporting.com/>

Industry

Legal Services

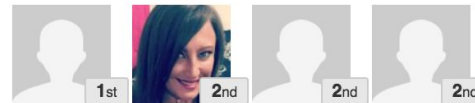
Headquarters

44 Court St Brooklyn, New York
11201-4405 United States

Company Size

11-50 employees

How You're Connected



- 1** first-degree connection
- 4** second-degree connections
- 6** Employees on LinkedIn

[See all](#) ▶

Social Media Intern

- Intern to update the social media accounts throughout the year
 - Would come in for two days throughout the week for a few hours
 - Would engage with clients on Facebook and LinkedIn
 - Would be a paid position

SEO: Search Engine Optimization

- Different ways to enhance your search engine results
 - Hire an SEO specialist/team or work with a dedicated SEO agency
- **Monthly retainer:** set fee each month for certain services you agree on, most common choice, greatest ROI
- **Contract services:** fixed prices for certain services like a website audit
- **Project-based pricing:** custom projects based on needs with fees similar to contract services
- **Hourly consulting:** Consultation about information and services with hourly pricing
- **Price:** Range from \$0.15/word, \$100/hour, \$500/service, \$700/month

SEO: Our Suggestion

Based on Jaguar Reporting's size, competitors and budget, we think it is in their best interest to:

- Hire a dedicated SEO firm. We suggest **so-sé mo**, an award winning digital marketing agency based in New York that specializes in SEO, SEM, and an array of other services.
- We suggest trying it out for one month, something like a website audit to see where they stand. Basic rate is \$500.



Budget Breakdown

Platform	Price
Website	\$1,000
Social Media	\$450
SEO	\$500
Social Media Intern/ Freelancer	\$5,050
Total	\$7,000

Schedule

Month	January				February				March				April				May				June				July				August				September				October				November				December			
Quarter	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th				
Activity																																																
Social Media																																																
Facebook																																																
LinkedIn																																																
SEO																																																
Website Audit																																																

Activity	January	February	March	April	May	June	July	August	September	October	November	December	Totals
Website													
Designer	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$1,000
Website Total	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$1,000
Social Media													
Facebook	\$33	\$33	\$33	\$33				\$33	\$33	\$33	\$33	\$33	\$300
LinkedIn	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$150
Intern	\$421	\$421	\$421	\$421	\$421	\$421	\$421	\$421	\$421	\$421	\$421	\$421	\$5,050
SM Total	\$466.50	\$466.50	\$466.50	\$466.50	\$433.50	\$433.50	\$433.50	\$466.50	\$466.50	\$466.50	\$466.50	\$466.50	\$5,500
SEO													
Contract Service	\$500												\$500
SEO Total	\$500												\$500
Totals	\$1,050	\$550	\$550	\$550	\$517	\$517	\$517	\$550	\$550	\$550	\$550	\$550	\$7,000

Conclusion

Results

- Improved online presence
 - More appealing to potential clients
 - Improved social media to create awareness
 - More engagement and interaction with clients
- More user-friendly website
 - More aesthetically pleasing
- Improved SEO
- Maintenance for all improvements