

MARKETING-2016

Wish List

PLANS OUTLINE

- AIS Newsletter (Quarterly)
- Industry Alerts (Daily/Weekly)
- In-house Publication (Employee Engagement)
- Website Independence (from Captavi)
- Website SEO (Content)
- LinkedIn Strategy (Social Media)
- Mobile App (Android/iOS)

AIS NEWSLETTER

A comprehensive compilation of important industry updates, reports, data, statistics, expert opinions, interviews, Q&A forum, important breakthroughs in the industry, prime litigation compliance updates.

Released on quarterly basis, in the form of a synopsis report for that particular quarter.

Can be distributed electronically or print based among associates and clients.

Resources Needed:

- ✓ **Content Writer / Research Reporter**

Desired Skillset:

- **Internet & Research Savvy**
- **Ability to write journalistic content and turn market data into charts and graphs**
- **(preferably) from a banking/financial research background**

AIS ALERTS

Regularly sent-out news industry specific news updates in the form of Emailers.

Released daily/weekly.

Sourcing Industry News and Trends to flip them into AIS' reader-friendly content.

Resources Needed:

- ✓ **Content Writer / Research Reporter**

Desired Skillset:

- **Internet & Research Savvy**
- **(preferably) With ability to write journalistic content and turn market data into charts and graphs**
- **(preferably) from a banking/financial research background**

IN-HOUSE PUBLICATION

An excerpt of every important update at AIS, that has to do with employees, industry trends, company's performance highlights, clients' feedbacks, communications between America & India Team, some tricky industry problems to solve (quiz like), light-hearted jokes on Bankruptcy and Estates Processes, acknowledgement of key performers, etc.

Can be released on monthly basis.

Resources Needed:

- ✓ Content Writer/Industry Research Reporter

Desired Skillset:

- Internet & Research Savvy
- Ability to write journalistic content and turn market data into charts and graphs
- (preferably) from a banking/financial research background

WEBSITE INDEPENDENCE

Having an in-house resource to access and control the AIS website.

Saving the hefty amount spent on Captavi and focusing on more creative ways of integrating website's content.

Gaining the ability to create thematic and project-specific layouts and templates and making them online.

Getting more control over the design and functionality aspect with RESPONSIVE elements in place.

Resources Needed:

✓ Web Designer/Programmer

Desired Skillset:

- Knowledge of creating and maintaining websites on secure online portals
- Ability to handle the background programming aspects for smooth functioning
- (preferably) having experience of managing secure financial company websites.
- (preferably) having knowledge of building responsive websites

WEBSITE SEO

Enhancing the SEO results of AIS website and increasing ranking on Google search platforms.

Creating SEO friendly articles and promoting them to gain more mileage for AIS website.

Advertising AIS on various finance-specific web portals and social media based on specific key words on Google.

Writing and posting opinionated content, people look up to and increase internet traffic on our website.

Resources Needed:

- ✓ SEO Expert

Desired Skillset:

- Researching, Writing and promoting industry related articles for website SEO purposes.
- Ability to utilize Google Ad words, PPC Advertising, etc.
- Having extensive SEO experience.

LINKEDIN STRATEGY

To create and maintain a healthy LinkedIn Company page.

Engage industry top-shots and motivate discussions.

Creating and posting content on regular basis to increase Brand visibility and motivate potential sales leads.

Socially get engaged in discussions around to do with Bankruptcy and Finances, to make the Brand Presence over LinkedIn.

Resources Needed:

✓ Social Media Expert

Desired Skillset:

- Researching, Writing and promoting industry related articles for LinkedIn.
- Understanding of handling Company's Reputation over various Social media.
- Ability to start and engage positive opinionated discussions over social media and direct sales inquiries to Sales team.

MOBILE APP

Extending the AIS connectivity beyond website and computers, AIS App can serve as a one-touch contact for associates and clients to gain the most recent and relevant news and updates.

It could also be created, client-specific, so that they can gain a real-time insight of the work-processes occurring by AIS Team.

Can be extended to a time-line feature where clients can see and track their bankruptcy and estates portfolios on case-to-case basis.

Resources Needed:

- ✓ Android/iOS Developer / Content Coordinator

Desired Skillset:

- Knowledge of Developing Smartphone Apps, getting it approved on Apple/Android platforms and maintaining it on regular basis.
- Understanding updating content to create push-notifications as and when needed.