

Thank you for submitting our form!

Here are the details you sent us:

First name: Don

Last name: Simmonds

Organization Name: IPITeC

Address: 330 Ave. Avro, Pointe-Claire, QC, H9R 5W5, Canada

Enter your email address: info@ipitec.ca

Phone Number: [1-647-847-7977](tel:1-647-847-7977)

Assistant's Name:

Assistant's Email:

Assistant's Phone:

How would you paint success for your company in the next 6 -12 months?: 4-5x increase in revenue + additional staff + increased free time due to autonomous focus = IA answers general questions and trained staff does 90% of the work with 10% addressed through automation

What type of products or services do you offer?: Legal services in IP

Who are your clients, customers or audience?: Startups, SMEs, other law firms

What is their geography?: Worldwide

What are their preferences?: Reasonable fees

What mode of product or service delivery do they prefer?: Personal communications

How have you tried to reach/market to them?: No

What new changes do you want to make to your marketing strategy?: I did not have a marketing strategy

What are your unique abilities, services, products, and remarkable offerings in comparison to your competitors?: Virtual In-House (new concept), Subscription based legal services model, custodial services for cryptocurrency, transactional (on boarding and off boarding) of digital currencies. We're turning 10 years old next year.

What weaknesses of your company culture and marketing are negatively impacting your client acquisition and retention?: No marketing plan. No central concept or firm focus.

Years In Business : 5-10

Who are your competitors?: None that we know of. The crypto space is new and developing.

1st Competitor Website?: N/A

2nd Competitor Website?: N/A

Website in your industry that you like?: <https://www.seba.swiss>

OPTIONAL: Another website in your industry that you like?: <https://scrt.network>

What do you like about these websites?: Clean professional look ...add

<https://www.nortonrosefulbright.com/en> to the list

Your Company Marketing Budget for next 12 Months?: \$5K - \$10K

What marketing services are you interested in trying?: SEO (Organic Growth Based On Relevant Content on Your Website), LinkedIn B2B Lead Generation, LinkedIn Advertising, Google Adwords, Google My Business, YouTube Ads, TikTok Ads, Social media advertising, Social media management, Affiliate Marketing, Website Design, Podcast Marketing, Other