

ERIC SACHS

Expert Witness – Digital Marketing Strategy, Operations, and Valuation

Westlake Village, California | Founder & CEO, Sachs Marketing Group | LinkedIn:
<https://www.linkedin.com/in/eric-sachs>

Professional Overview

Eric Sachs is the Founder and Chief Executive Officer of Sachs Marketing Group, a digital marketing agency providing strategy, implementation, and consulting services to small and mid-sized businesses. Mr. Sachs has more than fourteen years of experience in digital marketing and more than twenty-five years of total professional experience across multiple industries.

His expertise focuses on how businesses generate revenue through online marketing channels, including search engine optimization (SEO), paid search advertising, website development, social media marketing, and digital lead generation strategies. Mr. Sachs regularly advises businesses on marketing strategy, budgeting, vendor selection, and the operational structure required to support ongoing digital marketing efforts.

Through Sachs Marketing Group, Mr. Sachs has evaluated and managed digital marketing programs for numerous small and mid-sized businesses that depend on digital marketing for lead generation and revenue growth. This work routinely involves determining what marketing services are required for an online business, how those services are performed internally versus through outside vendors, and the typical costs associated with digital marketing services.

Mr. Sachs has experience evaluating the scope, structure, and value of digital marketing services performed by individuals, consultants, agencies, and internal employees. His expertise includes assessing the market value of digital marketing services and the operational role such services play in the performance of a small business.

Areas of Expertise

- Digital marketing strategy for small and mid-sized businesses
- Search engine optimization (SEO)
- Search engine marketing and paid advertising (PPC)
- Website development and conversion optimization
- Digital lead generation strategy
- Marketing analytics and campaign performance evaluation
- Digital marketing operations within small businesses
- Internal marketing teams vs outsourced marketing vendors

- Digital marketing vendor management and consulting relationships
- Digital marketing cost structures and industry pricing models
- Valuation of digital marketing services performed by individuals or vendors

Professional Experience

Founder & Chief Executive Officer

Sachs Marketing Group | Westlake Village, California | 2010 – Present

Founder of a digital marketing agency providing strategic marketing services to small and mid-sized businesses across multiple industries. The firm provides consulting and implementation services including search engine optimization, paid search advertising, website design, lead generation strategy, social media marketing, and digital analytics.

Responsibilities include advising businesses on marketing strategy, determining appropriate marketing channels and budgets, evaluating marketing performance, and managing both internal marketing teams and external vendors.

The work performed through Sachs Marketing Group routinely involves determining the scope of marketing services required for a business to operate online, the level of effort required to perform those services, and the typical costs associated with hiring employees, consultants, or agencies to perform those services.

Wholesale Mortgage Lender

New Century Mortgage | 2001 – 2007

Provided mortgage lending services and managed client relationships in the residential lending industry.

Police Officer

City of Glendale Police Department | Glendale, California | 1988 – 1998

Served as a sworn police officer responsible for patrol operations, emergency response, and public safety.

Advisory Experience

Advisory Board Member – Cope Recovery | Encino, California | November 2024 – December 2025

Provided advisory guidance regarding business operations, marketing strategy, technology platforms, and admissions strategy for a residential substance use disorder treatment center.

Advisory Board Member – Paradigm Malibu | Malibu, California | February 2013 – March 2020

Provided strategic guidance regarding marketing practices, digital marketing strategy, and industry best practices for a nationally recognized behavioral health treatment provider.

Expert Witness Experience

Digital Marketing Expert Witness – Grasshopper House, LLC v. Clean & Sober Media, LLC; Cliffside Malibu; Richard Taite

Retained as an expert witness to analyze digital marketing practices within the addiction treatment industry. Work included evaluating search engine optimization strategies, digital lead generation practices, marketing website influence, and industry standards for digital marketing in the behavioral health sector. Prepared expert analysis and reports regarding online marketing practices.

Speaking Engagements and Professional Presentations

Guest Lecturer – Pepperdine University (Digital Marketing and SEO)

Guest Speaker – California Lutheran University (Digital Marketing Strategy)

Podcast Guest – Recovery.com (Digital Marketing and SEO)

Radio Guest – KABC Talk Radio (Online Marketing Strategy)

Additional Information

Additional publications, presentations, and professional references are available upon request.