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Top 5 Online Lead Generation Techniques

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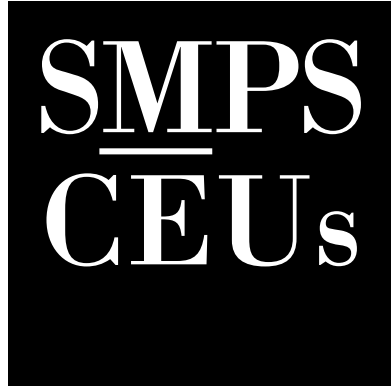
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Subject Line: SMPS CEUs webinar credit
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5. Report your CEUs to SMPS

Today's Speakers



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Connect on Twitter:
@HingeMarketing



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Connect with me on LinkedIn:
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@Eliavl89

Available at www.hingemarketing.com/library



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Agenda

- › Research background
- › Effectiveness of online tools
- › Lead generation techniques
 - Overview
 - Costs & resources
 - Examples & data





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Research Background

A total of **{500}**
professional services
firms completed the survey.

319 average employees

Average firm size:
\$53,929,835
annual revenue

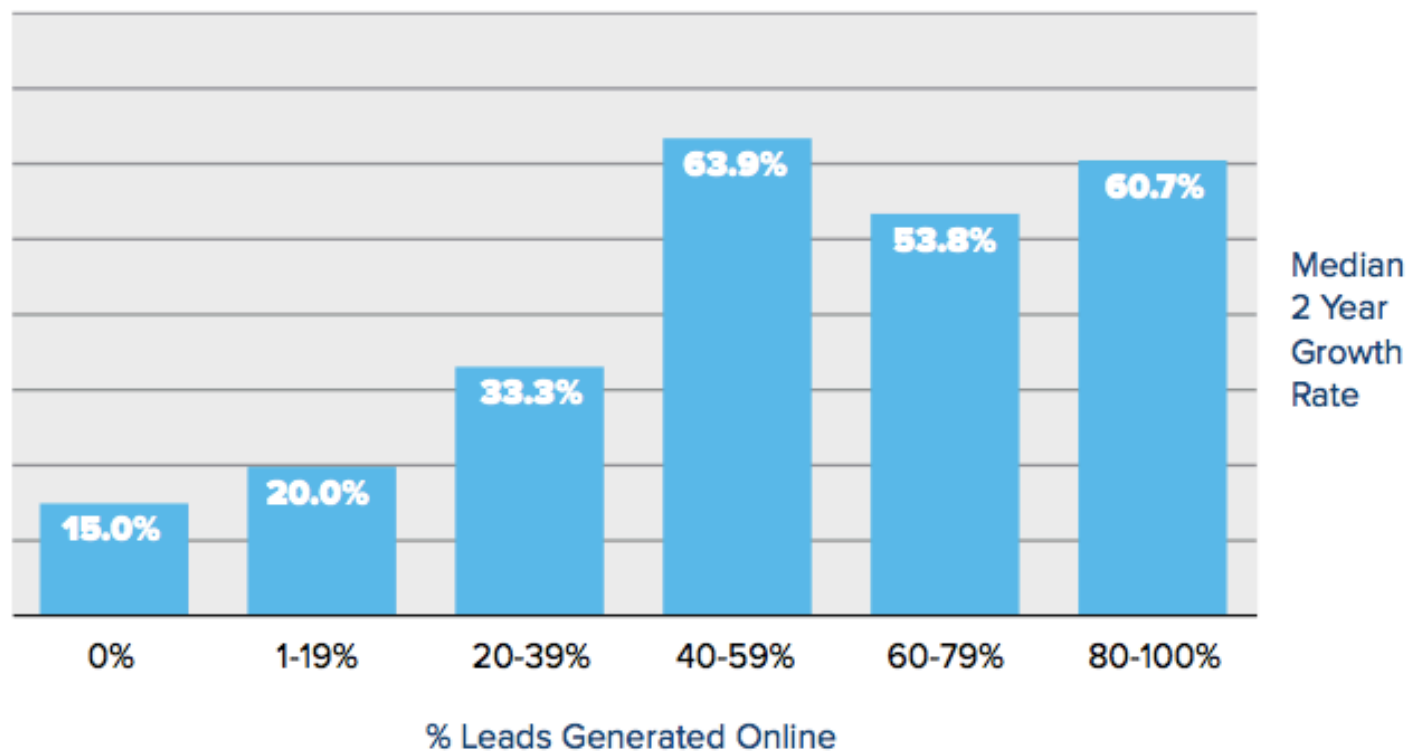
Research Background

Firms that **generate 40%
or more** of their leads online
grow 4x faster than those with
no online leads.



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Research Background



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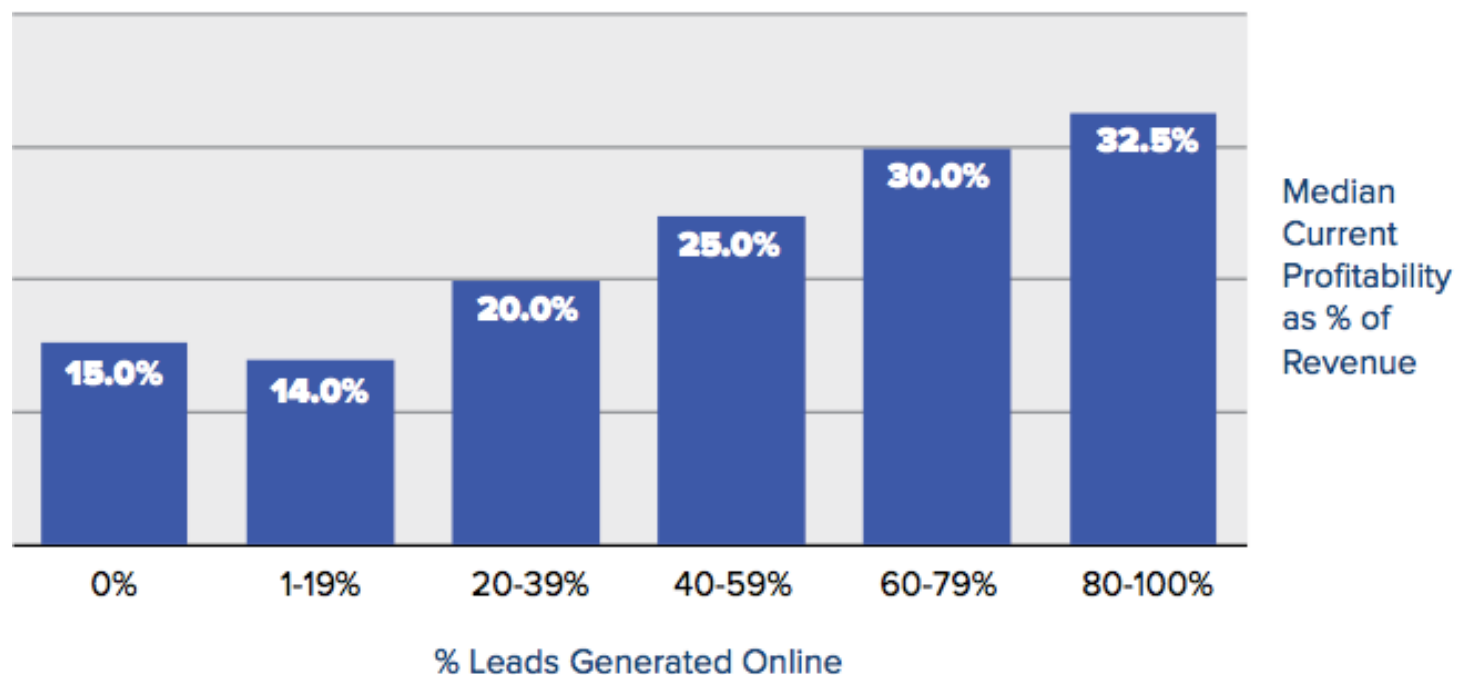
Research Background

Firms that **generate 60%
or more** of their leads online
are 2x more profitable than
those generating less than
20% of leads online.



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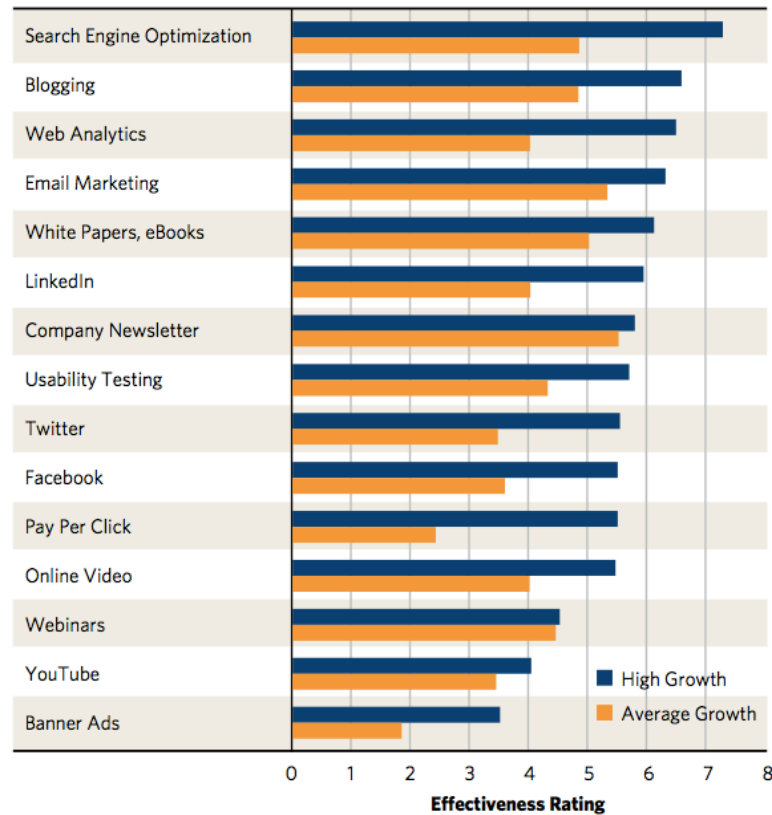
Research Background





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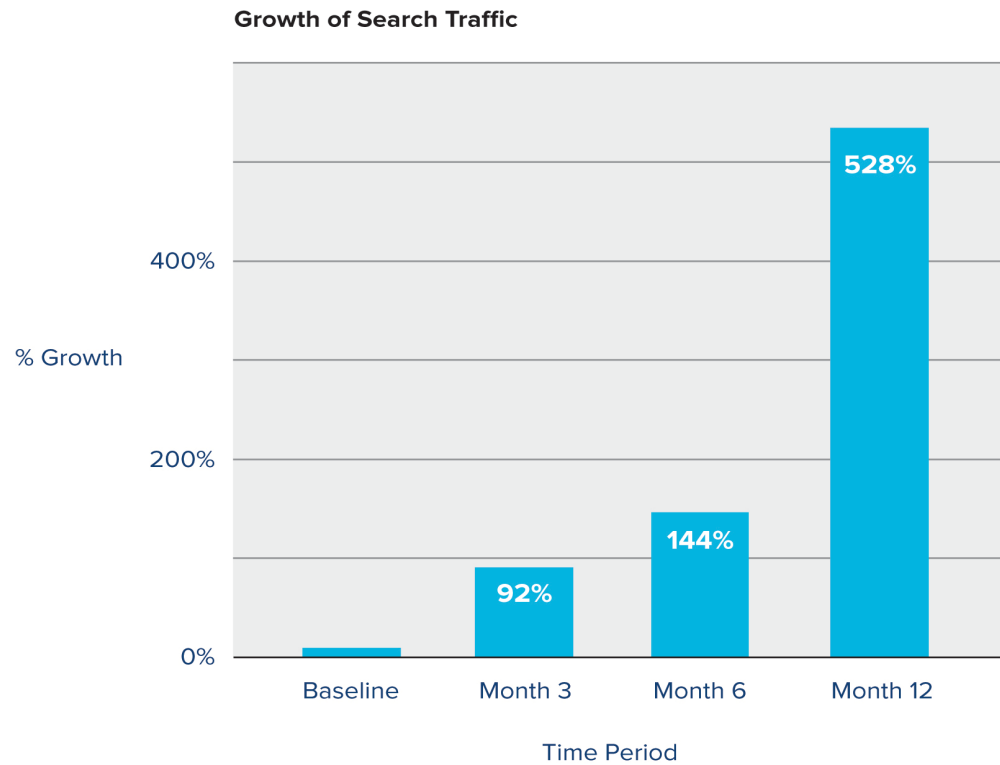
Effectiveness Ratings of Online Tools



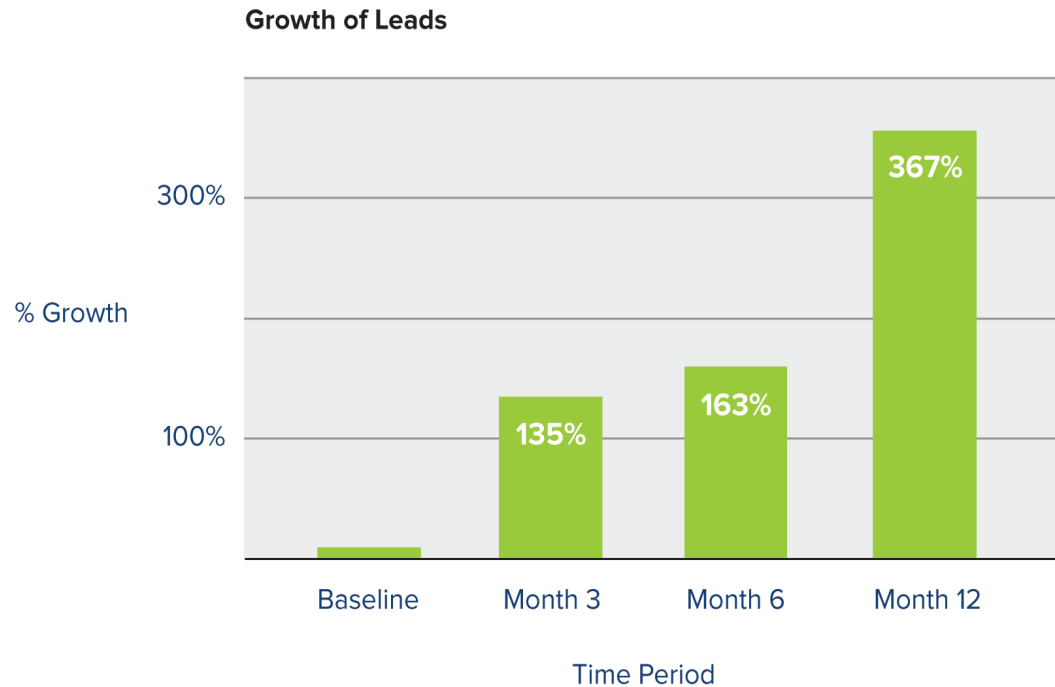
Lead Generation Techniques

- › Search Engine Optimization (SEO)
- › Premium Content
- › Social Media
- › Videos
- › Pay-Per-Click (PPC)

Technique Integration – Results



Technique Integration – Results



Search Engine Optimization (SEO)

- › On-Site vs. Off-Site SEO
- › Drive Prospects To Your Content
- › Late Stage vs. Early Stage Leads

Search Engine Optimization (SEO)

- › **Costs:**
 - Varies Based on Approach

- › **Resources:**
 - MOZ
 - Google Keyword Tool
 - Google Webmaster Tools
 -
 - Ahrefs



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SEO Page Optimization:

5 **SEO Trends** You Need To Follow To Keep Up With Google

By [Lee Eliaiv](#)



It is the job of the modern online marketer to keep up with online marketing's changing landscape. There are many [SEO trends](#) forming to keep up with Google and its ever-changing algorithm. Below are 5 trends to focus on if you want to continue (or start) driving high quality traffic to your website.

- 1. Don't over optimize.** There was a time when putting a keyword on a page 10-20 times would greatly increase your rankings for that particular word. This is no longer the case. In order to rank in today's SEO world, it is important to write high quality content and use key phrases – but only where appropriate. Search engines are smart enough to pick it up, I promise.
- 2. Be careful who you trust.** While there are many firms and consultants who claim to be SEO experts, many of them are quite the opposite. Relying on old link building and optimization techniques is sure to get you in trouble. If not right away, then soon down the road. Google is consistently adjusting their algorithm to catch all methods of influencing search rankings. When choosing an SEO consultant, make sure they know and follow [Google's webmaster guidelines](#). Stay within these laws and you'll be on the right track.
- 3. Think about quality over quantity.** In the past, it was possible to outsource a company overseas to build hundreds of low quality links to a page or website, and voila! It would rank in the top 5 spots for any keywords you chose. This is no longer the case. Google has devalued these links and actually punishes websites for using them. Today's **SEO trends** point to finding [high quality links](#) by using more organic tactics, such as guest posting and creating valuable content. Just one of these high value links can have the same impact as thousands of the lower quality ones.



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SEO Links to a Page:

Overview		Backlinks		Domains	
		External	New / Lost	Referring	New / Lost
URL	Ahrefs			Referring	
Rank: 51	Domain Rank: 62	Backlinks: 34 K		Domains: 1.9 K	



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SEO Results:

Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

VS. [Select a metric](#)

Day Week **Month**



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Premium Content

- › Can take many format types as long as they are given away for free
 - Ebooks
 - Guides
 - Whitepapers
 - Research Reports
- › Generally longer pieces of content with a good amount of “substance”
- › Need to have a professional design to look appealing



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Premium Content

> **Costs:**

- Requires high level of effort to write and design internally
- Can outsource the writing and design ~\$3,500

> **Resources:**

- Hinge's library
- Content Marketing Institute
- Marketing Profs

Premium Content – Download Landing Page



SMALL LOT SUBDIVISION

Information about Los Angeles small lot subdivision ordinance

[Small Lot Blog](#)
[Small Lot Projects](#)
[Small Lot Downloads](#)
[Small Lot Contact](#)
[Small Lot Subdivision Cities](#)

The "How-To" Guide on Developing Small Lot Subdivisions in Los Angeles

This new 48-page Small Lot Subdivision Guide is presented in common terms and easy-to-read diagrams covering the following:

- Top 10 Things you should know about Small Lot Subdivision in Los Angeles
- The best lots to utilize the Small Lot Subdivision Ordinance
- Zoning and Small Lot Subdivision
- Lot Size, Shape and Vehicular/ Pedestrian Circulation
- A Three-unit Small Lot Subdivision Case Study
- And more...

sample pages





Download the Guide for Free

Your e-mail (needed to receive the guide) *

Your interest in Small lot Subdivision *

--Choose One--

Would you like us to contact you regarding Small Lot Subdivision? *

☐ Yes please

☐ No thanks

First Name *

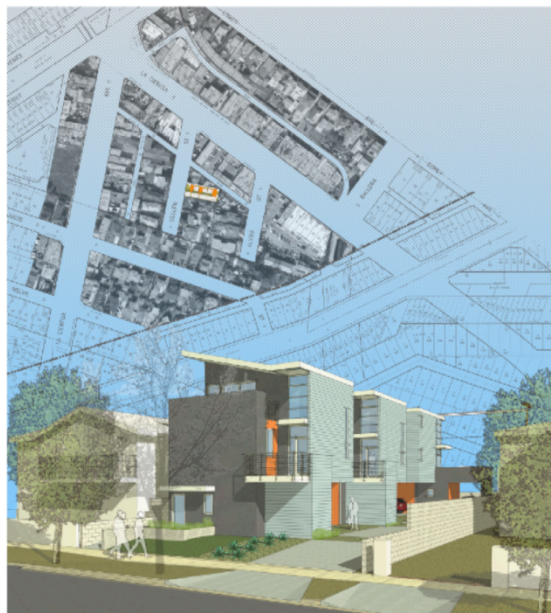


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Premium Content – Ebook Content

Small Lot Subdivision Guide

Los Angeles, CA



Prepared by Small Lot Subdivision Architects:

In The Guide:

- Top 10 Things you should know about Small Lot Subdivision in Los Angeles
- The best lots to utilize the Small Lot Subdivision Ordinance
- Zoning and Small Lot Subdivision
- Lot Configuration
- Size and Shape of Lots
- Lot Size and Parking
- Lot Size and Vehicular/ Pedestrian Circulation
- Soft Costs and Small Lot Subdivision
- A Three-unit Small Lot Subdivision Case Study
- Small Lot Subdivisions by Modative



The Best Lots to Utilize the Small Lot Subdivision Ordinance

Although lots in Los Angeles come in many shapes and sizes, our research has shown that a few common and important characteristics exist that can help determine the success of a "small-lot" project.

With a little creativity, almost all multi-family residential properties can be designed to properly utilize the small lot ordinance. However, in our experience, what really makes the difference in the success of a project is starting with property of a certain **size, shape, and configuration**. Oh, and let's not forget, you need to be in the appropriate **zone** as well.

Zoning and Small Lot Subdivision:

R1, R2 Zones:

The zone plays a very important role in determining the possibility of utilizing small lot subdivision. For starters, all R1 zones are out of the equation. The small lot ordinance does not allow it. R2 zones are also pretty much impossible unless they are located within a certain radius of commercially zoned properties.

RD Zones

We have found that RD zones are your best bet for small lot subdivision, especially RD1.5 and RD2 zoned properties. The size and configuration of many available properties within these zones allow for creative 2 to 6-unit projects. Often these properties are too small to rationalize stacking multiple condominium units, which may force you to place parking underground in order to meet the requirements of a condo project. By properly utilizing the many breaks the small lot ordinance allows, these restricted density, multiple family dwelling zones provide the greatest opportunity for a quality and memorable product that differentiates itself from other products available in the market today.

R3, R4, and R5 Zones

You are allowed to utilize the small lot ordinance within R3, R4, and R5 properties. However, we have found that the price of these high-density, multiple-residential dwelling properties often force you to stack as many units as possible in order to minimize the land-price-per-unit cost and maximize your profit potential. Often, a condominium is the only viable option in R3, R4 and R5 zones, unless the property is too small to park and maximize the allowable unit count within these zones.

C Zones

You are allowed to utilize the small lot ordinance within commercially zoned properties. However, as with the R3, R4 and R5 zones the higher price of commercially zoned properties often reduces the viability of a small lot project. However, if the lot size and price is right, a small lot subdivision can be an interesting alternative to a typical commercial or mixed-use project.

Allowable density in a few multiple residential zones

Zone	Min. Area Per Dwelling Unit
RD1.5	1,500 sq. ft.
RD2	2,000 sq. ft.
R3	800 sq. ft.



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Premium Content – Website Offers

At Heath-Newton we have been assisting our LGBT clients with marriage planning for years. Though same-sex marriage is newly legal (again) in California, we have prepared a surfeit of Pre-Registration Agreements (i.e., a prenup prior to entering into a California Registered Domestic Partnership). These were much more complicated than a same-sex prenup due to the need to address the negative implications of DOMA (which are no longer) and various potential tax repercussions. For more information on how we can assist you with taking this step, or just to have a few preliminary questions answered, first review this article written by Heath-Newton associate Lilah Sutphen, then pick up the phone and give us a call.

http://www.huffingtonpost.com/lilah-sutphen/doma-prop-8-are-dead_b_3567910.html



Guide to California Premarital Agreements

A free guide to learn about premarital agreements in California in terms you will understand.

[DOWNLOAD NOW](#)

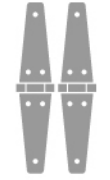
Search the Blog

Categories

- Adoption
- Community Property
- Custody
- Divorce
- Domestic Partnership
- Estate Planning
- Footer
- Grandparents
- LGBT
- Marriage
- Mediation
- News

Social Media

- › Online networking is very similar to traditional networking
- › Traditional networking replicated online
- › Build your reputation and referral network online



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Social Media

> **Costs:**

- Can make an impact with 30mins a day
- For greatest impact need to produce content and share
- Can outsource pieces or whole process to agencies

> **Resources:**

- HootSuite/Tweetdeck
- Topsy
- SocialMention/Radian6
- Feedly
- Advocate
- Klout

Social Media – Sharing Blog Content

**Freed Maxick CPAs** @FreedMaxickCPAs 12 Sep
New temporary treasury regulations on repairs and maintenance costs, here's some details bit.ly/15ZMV9x
Expand

**Freed Maxick CPAs** @FreedMaxickCPAs 12 Sep
Hidden tax benefits in the repair and maintenance regulations bit.ly/15ZMV9x
Expand Reply Retweet Favorite More

**Intuit Small Biz** @Intuit 6 Sep
Intuit Small Business Big Game! Enter by 9/22 for a chance to win lots of prizes to help your small business! bit.ly/155DF7Z
Retweeted by Freed Maxick CPAs
Expand

**Freed Maxick CPAs** @FreedMaxickCPAs 6 Sep
When it comes to expense account cheating, where there is one there is usually more bit.ly/15F2J8r #accounting #fraud
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**Freed Maxick CPAs** @FreedMaxickCPAs 6 Sep
Our latest blog post.... subscribe today to get helpful news and updates bit.ly/15F2J8r
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Put a Stop to Expense Account Cheating bit.ly/15F2J8r
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Social Media – Blog Post with Offers

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Put a Stop to Expense Account Cheating

Posted by [Shannon Traphagen](#) on Fri, Sep 06, 2013 @ 01:23 PM

1

6

3

3

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By: Mike Ervin CPA, CFE

Let's say that a client recently caught one of his employees falsifying an expense report. Your client fired the person, but because the fraudulent amount was fairly small, the company decided not to prosecute. Case closed? I hate to burst your bubble, but no. When it comes to expense account cheating, where there is one there is usually more.

It's an unfortunate fact that the same conditions that make it possible for one employee to cheat may help others submit false expense reports. Think of it as a domino effect; small amounts often add up to big losses when several employees and multiple reports are involved in fraud.

Opportunities for expense account cheating

Sadly, there are many ways to cheat on an expense account. A common method is to mischaracterize business expenses — using legitimate receipts for *non*-business related activities. For example, if Linda treats her friend Sophie to a birthday dinner, that generates an actual receipt, but it shouldn't show up on Linda's expense account.


Requesting multiple reimbursements is a bit more risky, but it's just as simple. If Linda wants her company to pay for Sophie's birthday dinner twice, she simply copies the receipt and turns it in on another expense report. Even worse, she may try to be paid once for the bill, once for the receipt and once for the credit card statement.

Some workers overstate their expenses by simply doctoring the supporting paperwork by changing the numeral "3" to an "8" on a receipt. There are also cheats who *invent* expenses. An example of this is the employee who asks a taxi driver for an extra receipt then fills it out and turns it in for reimbursement.

All of these small expense account infractions can add up to huge sums of money. For instance, a top salesperson who traveled extensively for business defrauded his company of \$30,000 over the course of three years by adopting a liberal definition of "allowable" business expenses. If tighter policies on fraudulent claims were in place, that company may not be out \$30,000.

Enforce your policies

Expense account fraud could be averted in most cases, if companies would simply implement fraud control policies and procedures and then *enforce* them. Unfortunately, many companies establish policies but then fail to make sure that they're followed correctly. Or worse, they out



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Fraud Awareness & Detection for Asset Based Lenders

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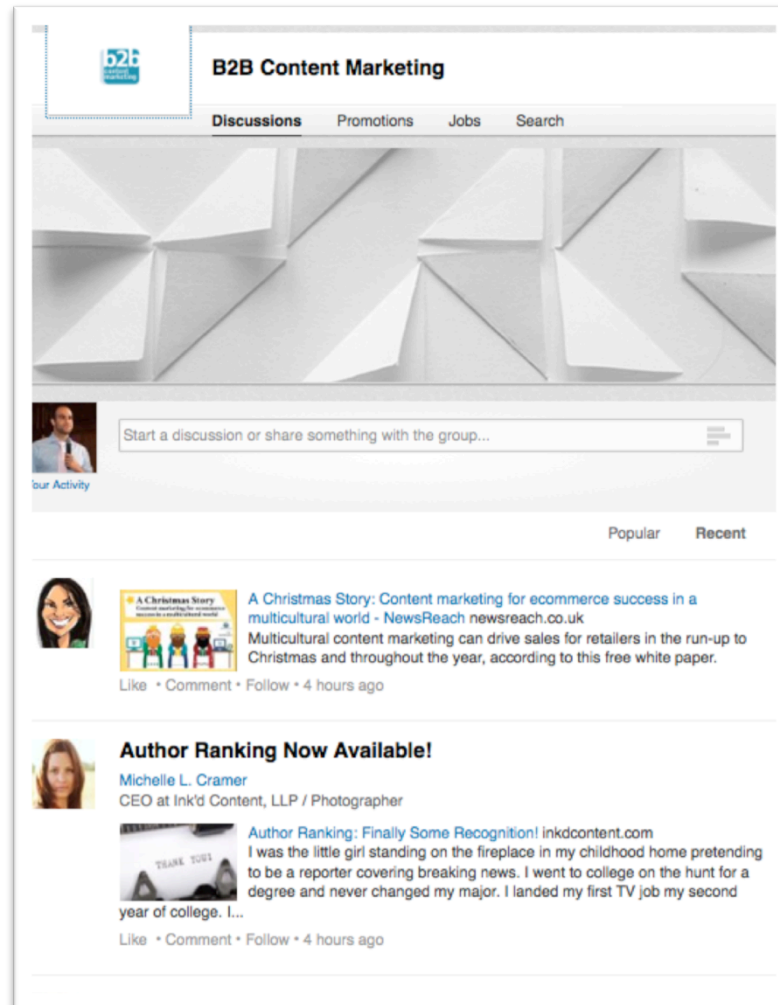
Latest on PCI Compliance

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Social Media – LinkedIn Groups for Networking



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Videos

- › Can explain complex services using video (especially useful in technology space)
- › Video testimonials are great for increasing trust with audiences
- › Introduce team members so prospects start getting comfortable with your organization
- › Video's are great tools for SEO & Linkbuilding



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Videos

> **Costs:**

- Some videos can be done for free
- Hiring a professional can cost between \$3,000-\$50,000
- Pretty high level of internal effort

> **Resources:**


- Digital Accomplice
- Jeff Bulas
- HubSpot

Videos – Thought Leadership Videos

Industry
Service
Hot topic
Issue
All videos

Select industry: All


All



How do US healthcare CEOs respond to rising costs? A CEO speaks up

Joel Allison, CEO of Baylor Health Care System, looks at the big picture around public health and healthcare cost, from a provider's point of view. He discusses health reform, wellness programs, and employee and community incentives that can improve health and, most importantly, prevent health problems from forming.


[Learn more](#)



What's next for the digital media business? A marketing and entertainment CEO speaks up

Peter Tortorici CEO of GroupM Entertainment Global, discusses the opportunities and challenges inherent in creating content and advertising for digital media platforms, and why innovation and reinvention are key to serving their customers, not only in the US, but across the world.


[Learn more](#)



Why the client, not the shareholder, is number one: An interview with BlackRock's CEO


Larry Fink, Chairman and CEO of BlackRock, Inc., discusses the recent global crisis and concludes that the ability to adapt to changing conditions -- and to focus on the individual client -- is key to success for an investment management firm.

[Learn more](#)




Why don't hospitals treat patients like customers? A hospital system CEO speaks up

Dr. Larry Kaiser, President and CEO of Temple University Health System, believes passionately that hospitals and healthcare providers need to do a better job of respecting patients' dignity and time -- the very basics of customer service.



Why some tech companies benefit from volatility: A CEO speaks up

Steve Smith CEO and President of high-technology firm Equinix, discusses the unique situation of Big Data companies such as his, and of how and why they have been able to benefit from the macroeconomic volatility that has characterized the last several years.



What's the outlook for the US energy sector? A CEO speaks up

Anthony Alexander, President and CEO of FirstEnergy Corporation, discusses in detail the risks, challenges, operations, and opportunities for growth he sees in the US energy sector in 2013.

[Learn more](#)



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Videos – Video Case Story

CASE STORY / QUINN EVANS ARCHITECTS

1 2 3 4 5 6

Logo

Repositioned for the Next 25 Years

After 25 years building a reputation for historical preservation — including major restorations of a Frank Lloyd Wright icon, the Kennedy Center Opera House and Nashville’s Parthenon — Quinn Evans Architects is repositioning itself for an even brighter future. With offices in Michigan, Wisconsin and Washington, DC, Quinn Evans has resolved to broaden its appeal and make room for the firm’s younger generation of architects. Moving forward, the firm wants to expand its contemporary architecture portfolio without sacrificing Quinn Evans’ distinguished historical preservation focus.

When the firm hired Hinge, they had already been designing contemporary architecture for many years, but they had had difficulty communicating this expertise within the confines of their

**QUINN EVANS
ARCHITECTS
REPOSITIONED
FOR THE NEXT
25 YEARS**

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Pay-Per-Click (PPC)

- › Organic vs. Paid Search Marketing
- › Immediate Results
- › Direct Traffic To Specific Landing Pages
- › Easily Calculate ROI And Tweak Strategy

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Pay-Per-Click (PPC)

- › **Costs** (vary by industry):
 - Accounting: ~\$2.07/click
 - Management Consulting: ~\$2.26/click
 - A/E/C: ~\$0.63/click
 - Technology: ~\$4.09/click

- › **Resources:**
 - Google
 - › Google Keyword Planner
 - › Google Adwords
 - › Google Analytics

Pay-Per-Click (PPC) Ads

marketing automation

Web Images Maps Shopping News More ▾ Search tools

About 46,300,000 results (0.17 seconds)

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www.sas.com/Marketing-Automation ▾
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 SAS Software has 1,252 followers on Google+
 SAS Digital Marketing Multi-Channel Marketing
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Marketing Automation - Learn How to Drive MA Success
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 Free Vendor Comparison Report!
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Marketing automation - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Marketing_automation ▾
Marketing automation refers to software platforms designed for marketing departments and organizations to automate repetitive tasks. Marketing departments ...

Evolution of Marketing Automation - HubSpot
www.hubspot.com/marketing-automation-information ▾
 What's Wrong With **Marketing Automation**; Inbound's Approach; The 10 Commandments. What's Wrong With **Marketing Automation** Today? We are all seeking


Pay-Per-Click (PPC) – Content Landing Page


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Marketing Automation Buyer's Guide

When used effectively, marketing automation can help SMB marketers generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability. This guide will walk you through the complete process of purchasing a marketing automation platform — from setting goals, to comparing vendors, to preparing for implementation and future success. The Marketing Automation Buyer's Guide will provide:

- worksheets for assessing current marketing processes and setting goals for the future
- guidance for when and how to implement marketing automation
- important points to consider when comparing vendors
- questions to guide conversation during product demos of basic automation features



Please fill out the form below to have the Buyer's Guide emailed to you.

First Name *

Last Name *

Email *

Company *

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Pay-Per-Click (PPC) – Consultation Landing Page

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- [Tax Preparation](#)

Certified Accountant in Cheltenham, MD

If you're looking for a Cheltenham, MD, certified accountant, you should consider hiring the services of Willie Hope CPA, LLC. Instead of spending hours over a spreadsheet or calculator, turn the work over to us. Whether you require services for a partnership or an LLC, we have the knowledge and skills to offer you solid financial advice and to guide you on all the important financial decisions you'll have to make.

We're distinguished by the close and personal attention we give to our clients. With flexible hours, we take a proactive approach to the financial issues you face, and we're able to be constantly available to provide answers to questions and concerns that inevitably and unexpectedly come up. We maintain your general ledger with accuracy, and we'll always be monitoring your accounts for unusual activity. You can expect from us:

- A dedication to client satisfaction
- Attention to detail
- Discretion and prudence in making financial decisions

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Business Hours

Day	Hours

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Free Online Lead Generation Strategy Review

✓ For webinar registrants only!



› We'll discuss:

- How you're using online lead generation techniques, and how to use them more effectively
- How to increase web traffic with these online tools
- Best practices to pre-qualify leads

Simply respond to our follow up email.



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Free Resources



New Book: “Professional Services Marketing”



“Online Marketing for Professional Services” Book



“Spiraling Up” Book



Online Marketing Research Study



How Buyers Buy Executive Summary

www.hingemarketing.com/library

Thank you! Questions?

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