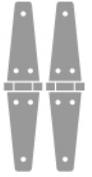




H B B : A

Presented by Lee Frederiksen, Li Harr, and Silvia Montgomery



Hinge

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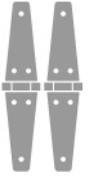
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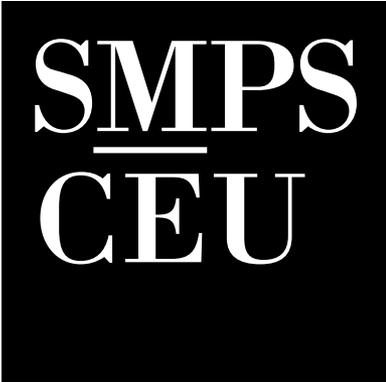
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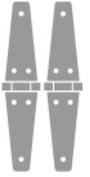
**CE**



**Hinge**

Hinge is an SMPS Approved Provider of continuing education units (CEUs)!





**Hinge**



**Lee Frederiksen, Ph.D.**  
Managing Partner  
Hinge Marketing  
[lfrederiksen@hingemarketing.com](mailto:lfrederiksen@hingemarketing.com)

Connect with me on LinkedIn:  
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Connect on Twitter:  
**@H**



**Eliabeth Harr**  
Partner, Account Director  
Hinge Marketing  
[eharr@hingemarketing.com](mailto:eharr@hingemarketing.com)

Connect with me on LinkedIn:  
/



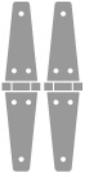
**Silvia Montgomery**  
CPSM, Senior Partner  
Hinge Marketing  
[smontgomer@hingemarketing.com](mailto:smontgomer@hingemarketing.com)

Connect with me on LinkedIn:  
/

Connect on Twitter: **@B**

**B**

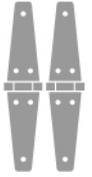
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**Hinge**



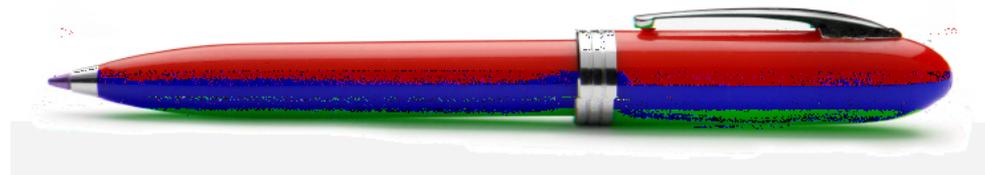
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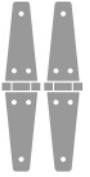
A

- › Research background
- › Finding the right targets
- › Closing the sale
- › Expanding the relationship
- › Wrap-up and questions

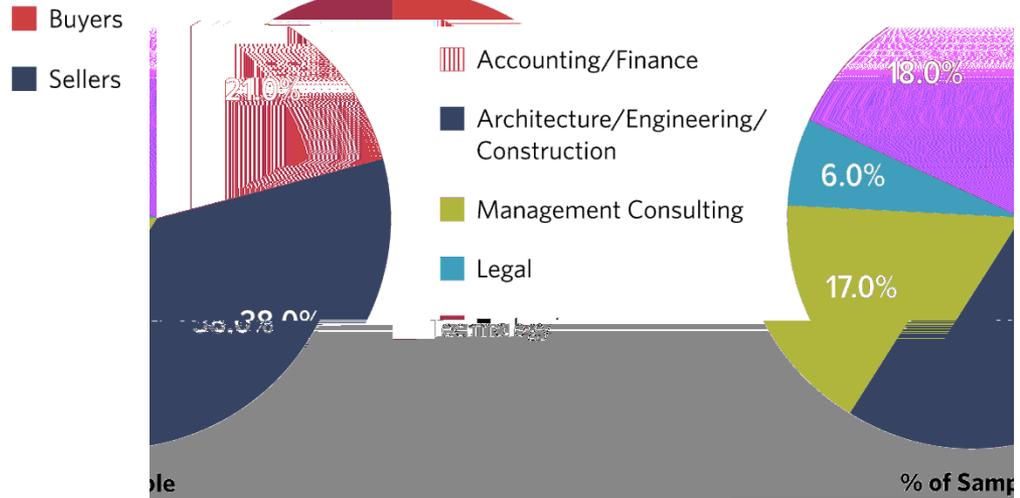
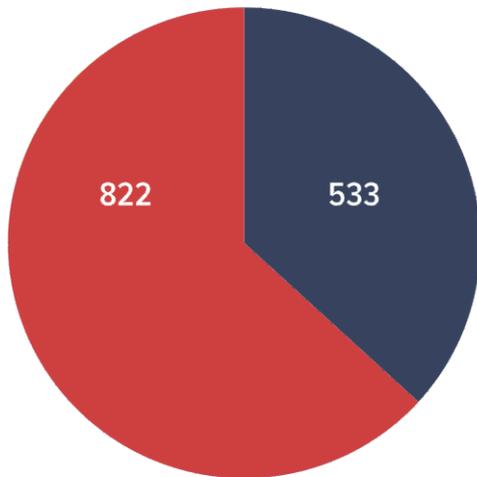


#HingeBrain

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Hinge

- > Rain Group: 700 complex B-to-B sales
- > Buyers responsible for \$3.1 billion in annual purchases
- > Compared winner to 2<sup>nd</sup> place finisher

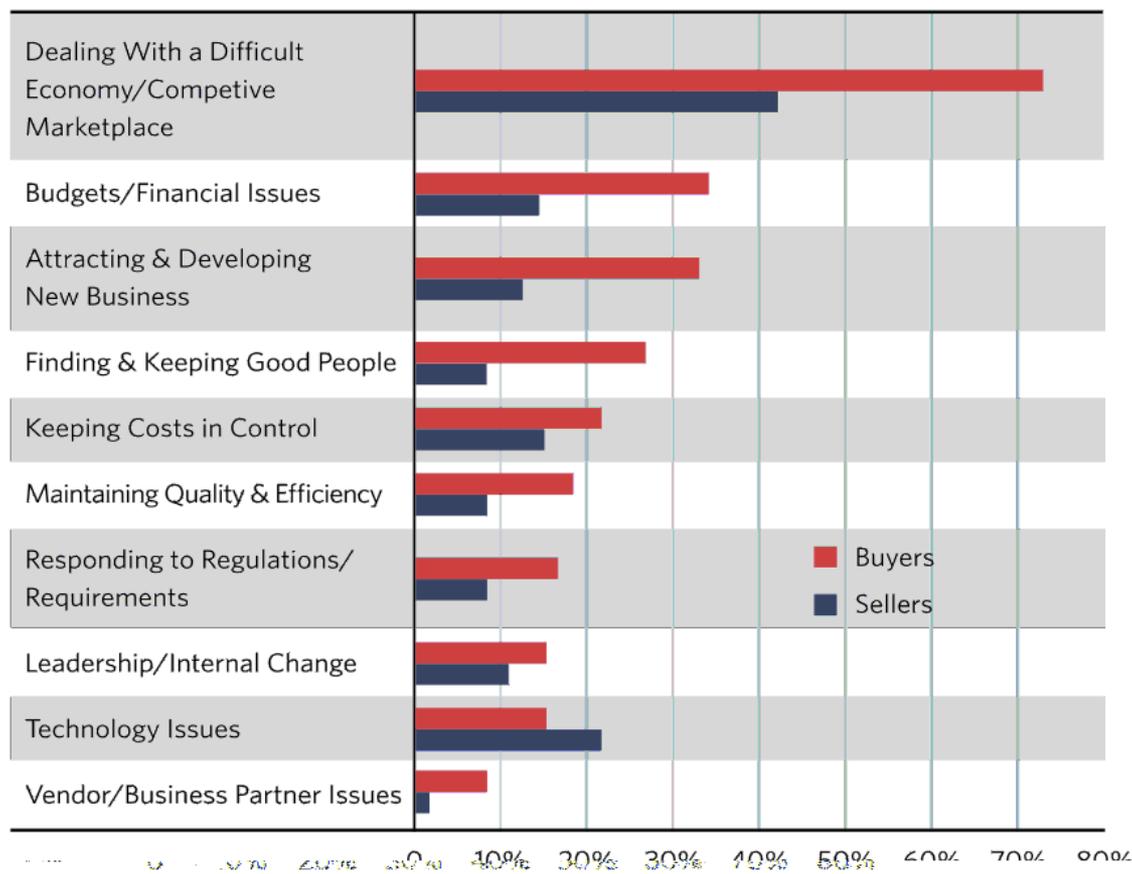




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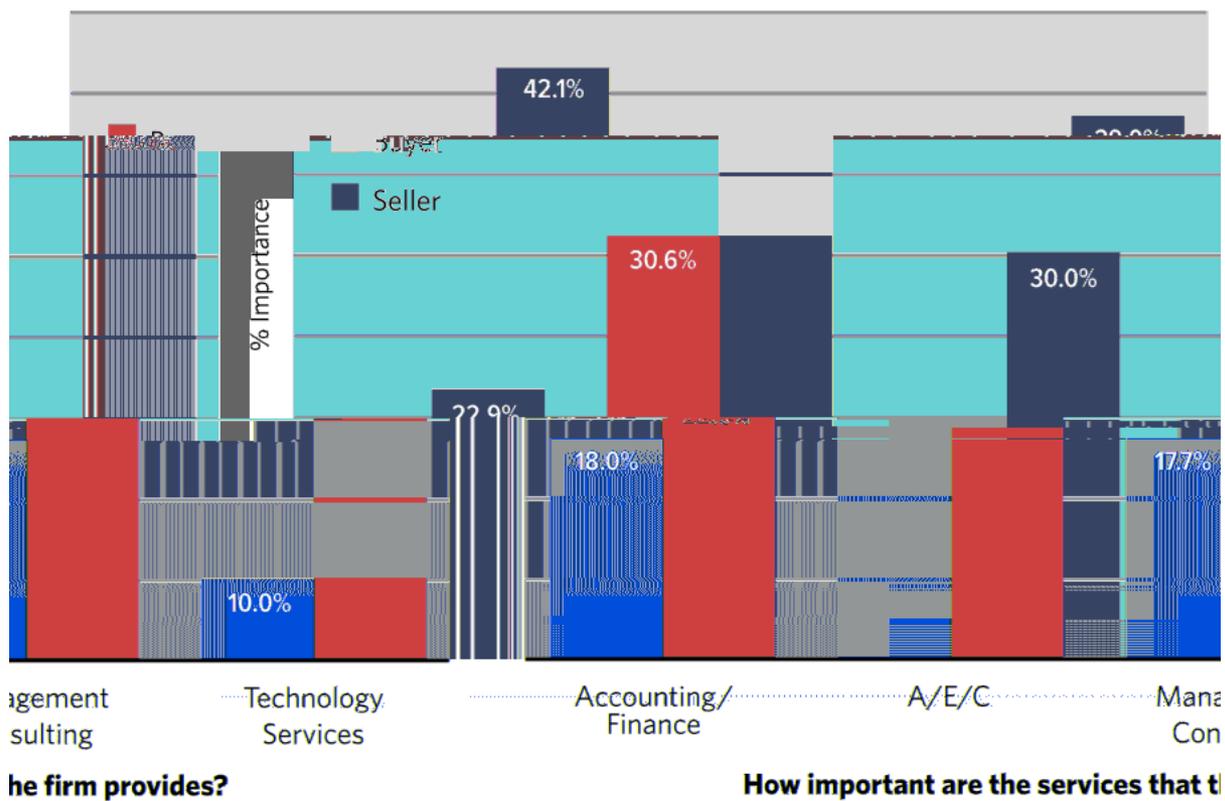


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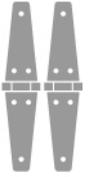
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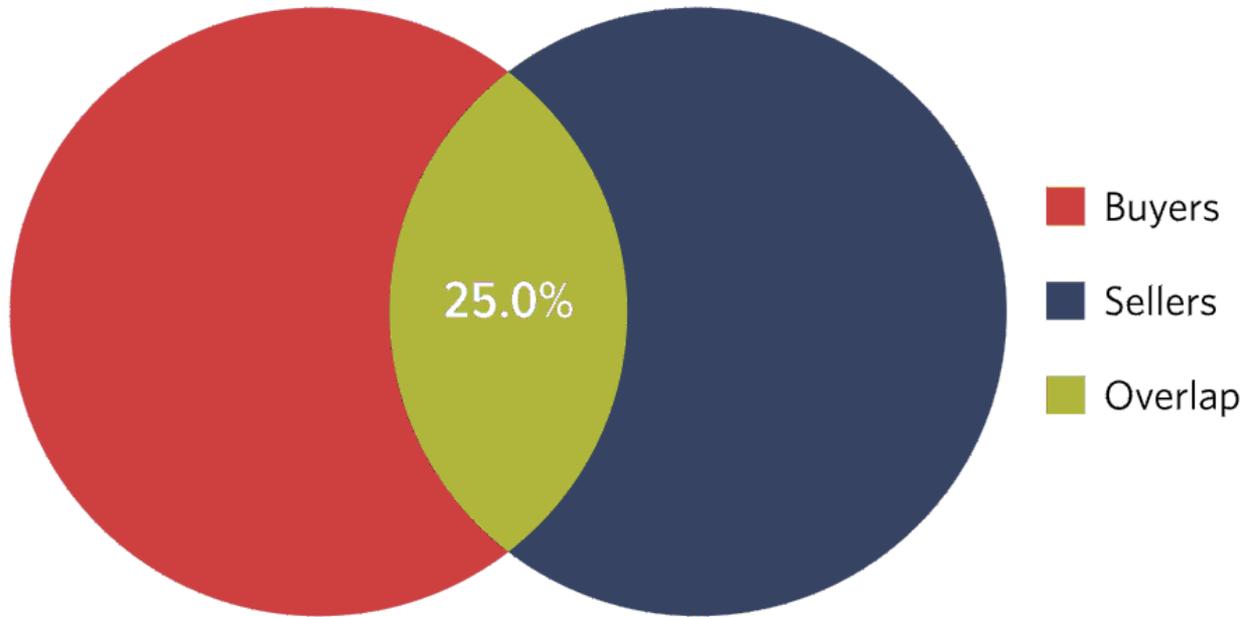
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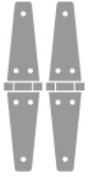
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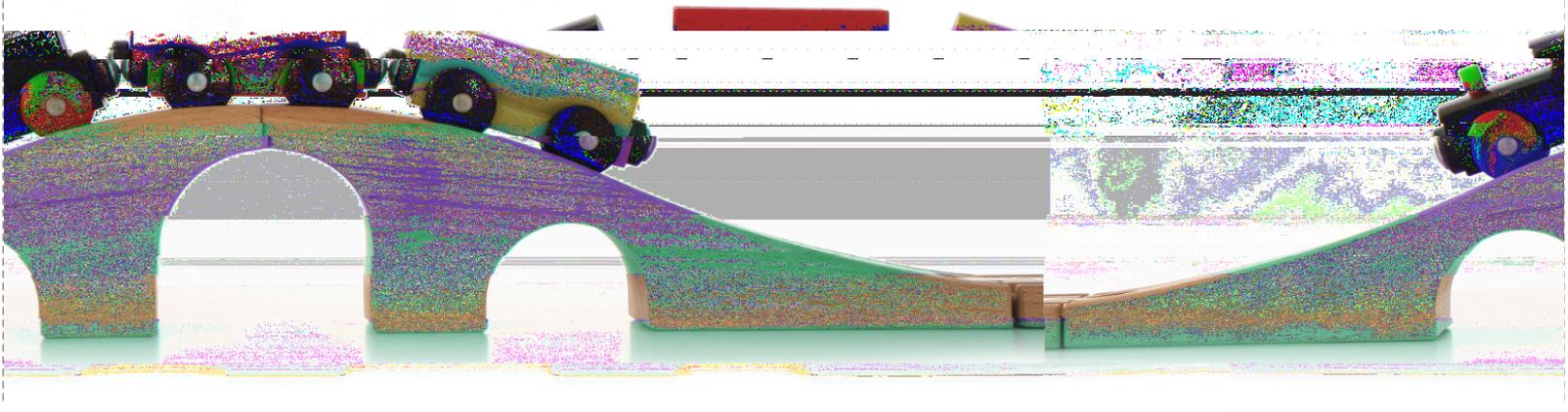


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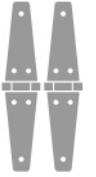
G

- › Speciali e in particular industries
- › Change our services or bundle them b issue
- › Talk about our services differentl



#HingeBrain

E : A



Hinge

The screenshot shows the APT Test & Learn website. The header includes the APT logo and navigation links for Clients, Careers, Home, About, Industries, and Newsroom. The main content area is titled "Restaurants" and features a list of business issues and products. On the left, there are three video thumbnails: "Labor Allocation Case Study" (featuring a chef), "Menu Innovation Pricing Case Study" (featuring burgers), and "Media and Advertising Case Study" (featuring a computer monitor). The "Restaurants Business Issues" list includes Pricing & Promotion, Menu Innovation, Media & Advertising, Remodels & Capital Expenditures, and Operations. The "Restaurants Business Products" list includes Test & Learn for Sites™, Menu Analyzer, Test & Learn for Customers™, and Network Planner. A text block on the left discusses the profitability of critical marketing, capital spending, and rigorous analysis. A text block on the right is titled "Business Issues for Restaurant Companies" and describes how APT works with leading restaurant companies to improve expenditure, operations, and network planning decisions. At the bottom, there is a "Watch our featured videos" section and a video player titled "Restaurants: Capital Expenditures".

#HingeBrain

E : A



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Test & Learn for Customers™



Network Planner

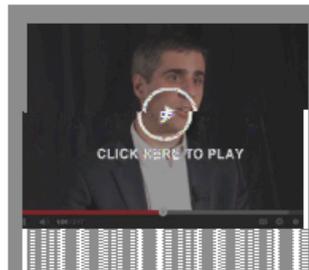
Next Steps

Contact Us

Sign up for APT's Newsletter

Download White Papers

### Watch our featured videos



Restaurants: Capital Expenditures

Restaurants: Menu Innovation

Restaurants: Pricing Optimization

### What Are Executives Saying About Test & Learn?



10 of the top 25 restaurant companies use APT's solutions

"Some people think that Test and Learn™ is nerdy and a lot of analysis. I think it's just the opposite. It helps us to be maximally creative and risk taking. We can test any exciting but risky idea before we roll it out and rapidly roll out the ones that work. With APT we were able to very rapidly develop a test and learn capability that otherwise would take years to create in-house; in addition APT's solution provided consistent standardized results allowing us to innovate quickly and with confidence."

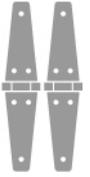
— President and CEO of the Subway Franchisee Advertising Fund Trust (SFAFT)

#HingeBrain

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F



Hinge

G

F

A screenshot of the Congressional Federal website. At the top left is the logo for Congressional Federal, featuring a stylized dome. To the right of the logo is a navigation menu with links: NEWS &amp; EVENTS, FORMS &amp; APPLICATIONS, JOIN NOW, ATM &amp; BRANCH LOCATOR, CAREERS, and ABOUT US. Below the menu is a search bar with the text "SEARCH" and a "GO" button. A secondary navigation bar contains links for SAVINGS &amp; CHECKING ACCOUNTS, LOANS &amp; CREDIT CARDS, KIDS &amp; TEENS, INVESTMENTS &amp; INSURANCE, and 24-HOUR ACCESS. The main content area features a large banner with a dark background and stars. The banner text reads: "Celebrating WE ARE HERE TO HELP YOU AND PROVIDE FINANCIAL ASSISTANCE DURING FEDERAL GOVERNMENT SHUTDOWN." Below this text is a blue button with the word "HELP" in white. To the right of the banner is a "QUICK LINKS" section with three buttons: "Online Banking Log In", "Open an Account", and "Mobile Banking", each with a right-pointing arrow.

#HingeBrain



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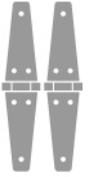
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**B**

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- › Relief loan program
- › Personal loans
- › Line-of-credit limit increases
- › Payment deferment on existing loans
- › Quick delivery of credit cards, debit cards, and checks
- › Financial coaching

E : C



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SERVICES ABOUT WORK CAREERS

## About

Our Approach Core Values Clients News Leadership Team Community Involvement

**Company Overview**

- Founded in 2002
- \$1.2 billion in revenue
- 30% annual growth rate
- 500+ employees
- Headquartered in McLean, VA
- 3 regional offices

[Corporate Fact Sheet](#)

**Celerity is a business acceleration consultancy.**

We were founded by entrepreneurs intent on helping commercial and government organizations through key growth points and solve critical problems—fast.

To best position our clients and our people for success, we rally around core mission and

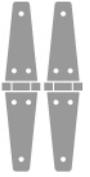
**Our Mission**

To inject entrepreneurial drive, efficiency and innovation into our client organizations—help critical problems expediently and gain lasting advantages.

**Our Vision**

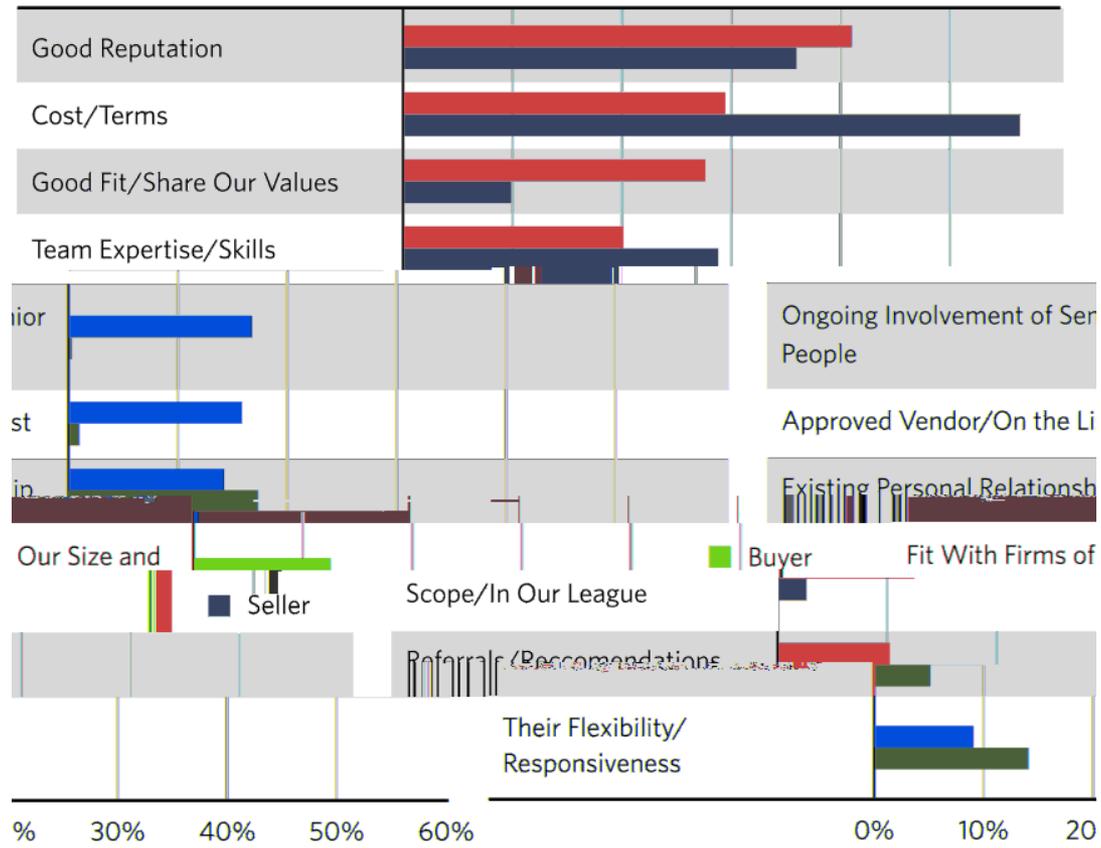
We will transform corporate America and government by becoming the recognized thought business acceleration.

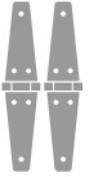
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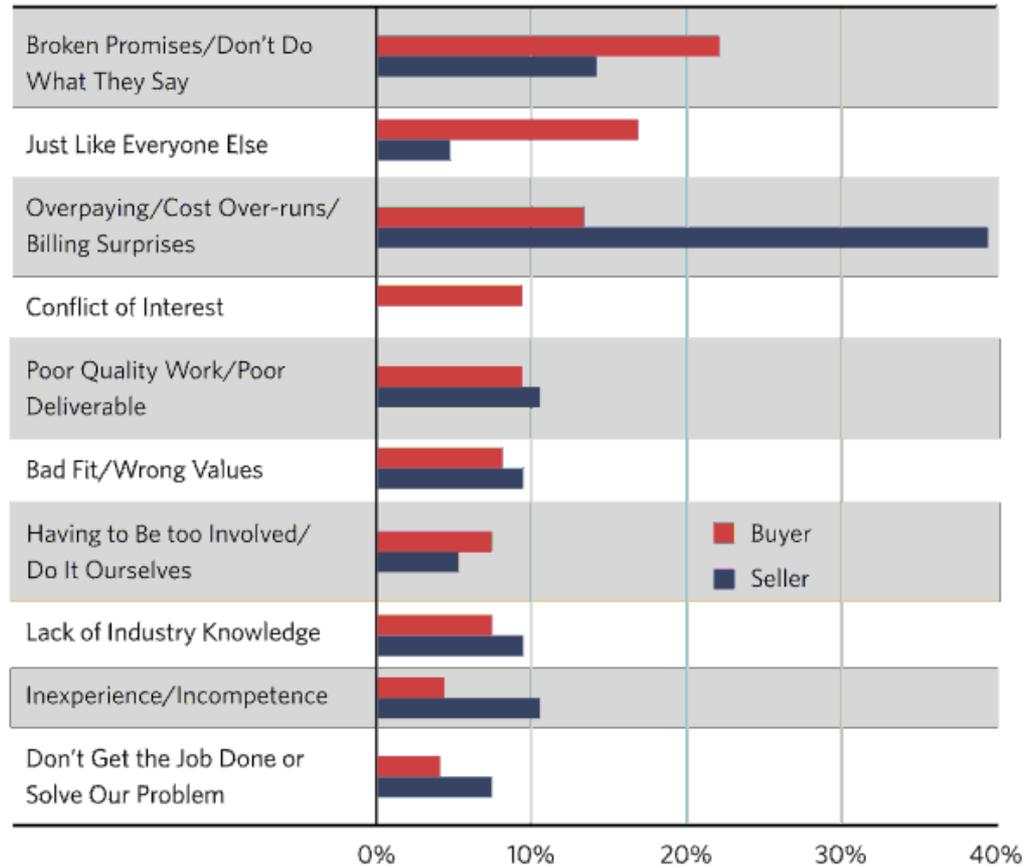
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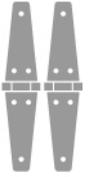




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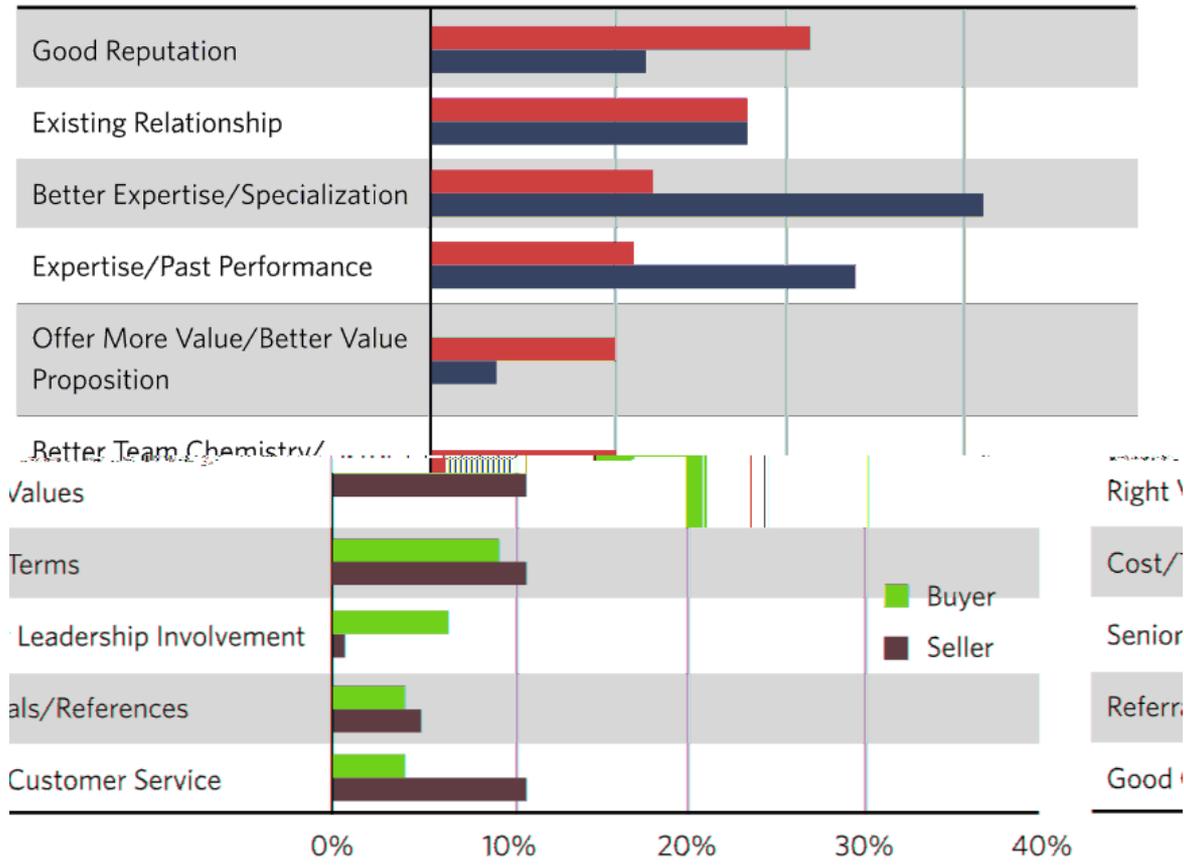
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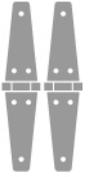
Hinge

Educated Me with  
New Ideas or Perspectives

#1

!

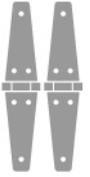
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Collaborated with me

#2



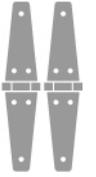
Hinge

Persuaded me

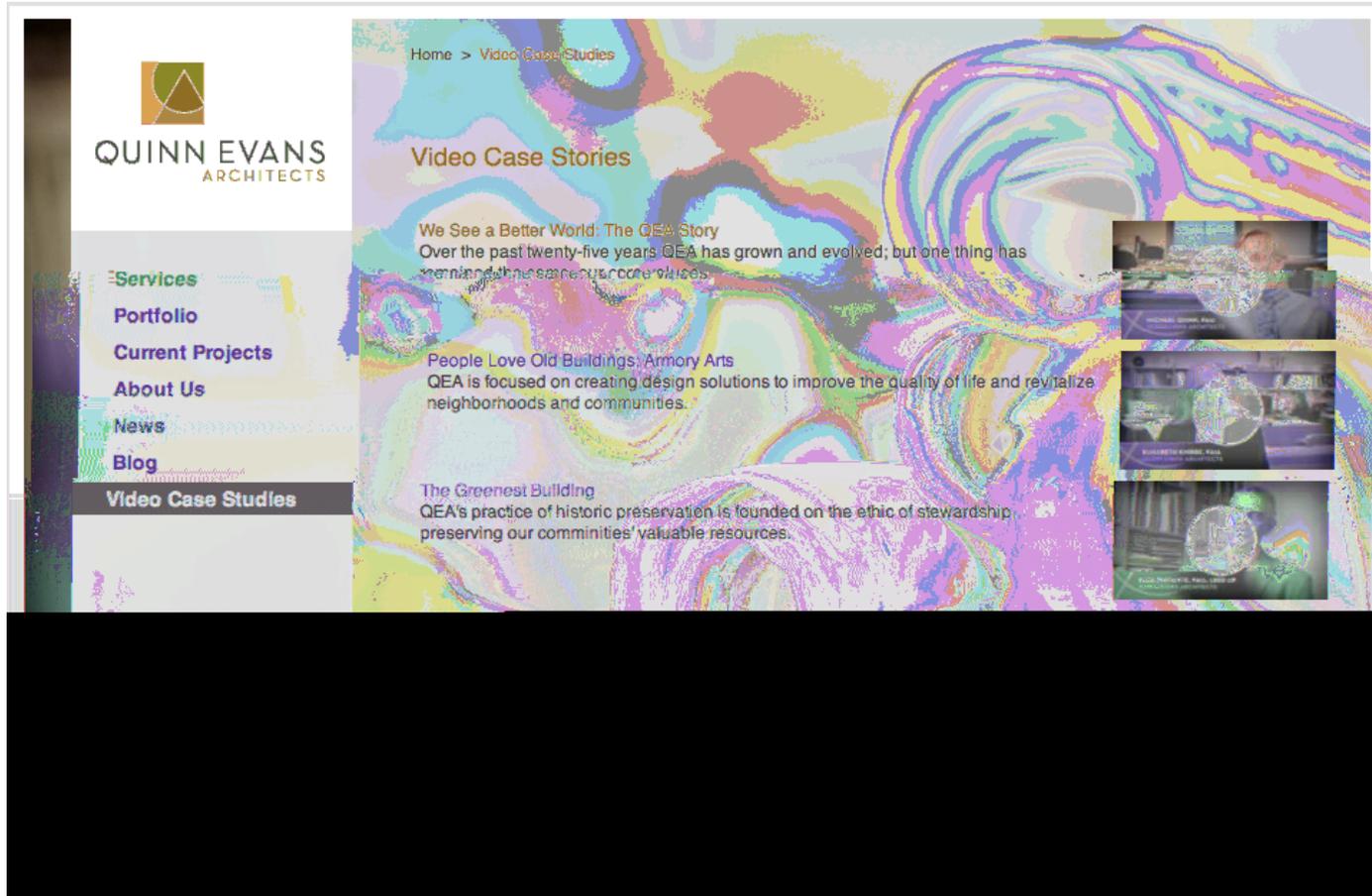
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E : E



Hinge



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E : C



**PCM SERVICES** Exceeding Client Expectations™

CONTACT | FAQs | CAREERS | BLOG [Request an Estimate Now](#) 301.595.3700

WHAT WE DO WHO WE ARE WORKING WITH US RESOURCES

## Resources

Home > Resources > Sample Scopes

**FAQs**

- Asphalt FAQs
- Concrete FAQs
- Restoration FAQs
- Pressure Washing FAQs

**Blog**

- Sample Scopes**
- Seasonal Checklist

### Sample Scopes

Property Managers have been PCM Services' primary focus for more than two decades. Our long relationship with Property Managers and the fact that several former property managers serve on our team has provided us the experience, and framework to develop some sample scopes to provide to you.

We hope these sample scopes are helpful when thinking about repair & maintenance needs, and priorities for your property.

#### Parking Lot/Garage Services

- Sidewalk Repair
- Sidewalk Installation
- Curb and Gutter Repair

**Ready to take the next step?**

[Request an Estimate Now](#)

**Property Managers: get through the year with resources just for you.**

[Go Now](#)

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E : GH



HINGE

**GHT LIMITED**  
CONSULTING ENGINEERS

Client Login | Work for GHT | Sitemap

Search our site

Who We Are | What We Do | Project Showcase | Newsroom | **Insights** | Contact Us

home > insights

## Insights

**Blog**

**Are You Ready for ENERGY STAR® Portfolio Manager Upgrades?**

Portfolio Manager, the ENERGY STAR® benchmarking tool for buildings, is scheduled to be upgraded and significant upgrades to the software will be made. There are several things that existing users should be aware of leading up to this change.

requires two-thirds less space – even with the addition of shafts for the piping."

**Publications**

**Building Information Modeling (BIM) for Plumbing Design**

GHT Senior Associate and Plumbing Section Head [James A. Yang](#), PE, CPD, LEED AP BD+C shares best practices on using Building Information Modeling (BIM) for plumbing design in Consulting-Specifying Engineer's August 2013 issue. He also discusses how the use of 3-D modeling software creates deeper project knowledge, delivers a more robust product, and can reduce total project costs.

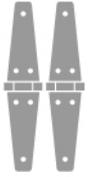
**Videos**

**The USGB Headquarters Series, Part 6: Saving Energy Through Water Efficiency**

**Want to Learn More?**

Find out more about Dedicated Outside Systems (DOAS) in our latest [white paper](#).

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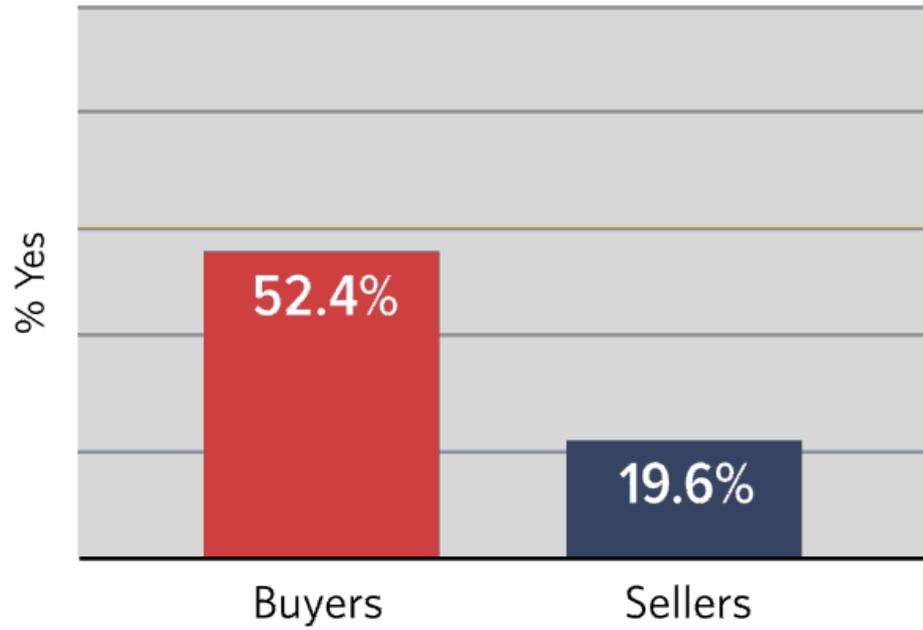
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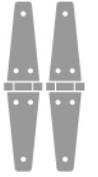
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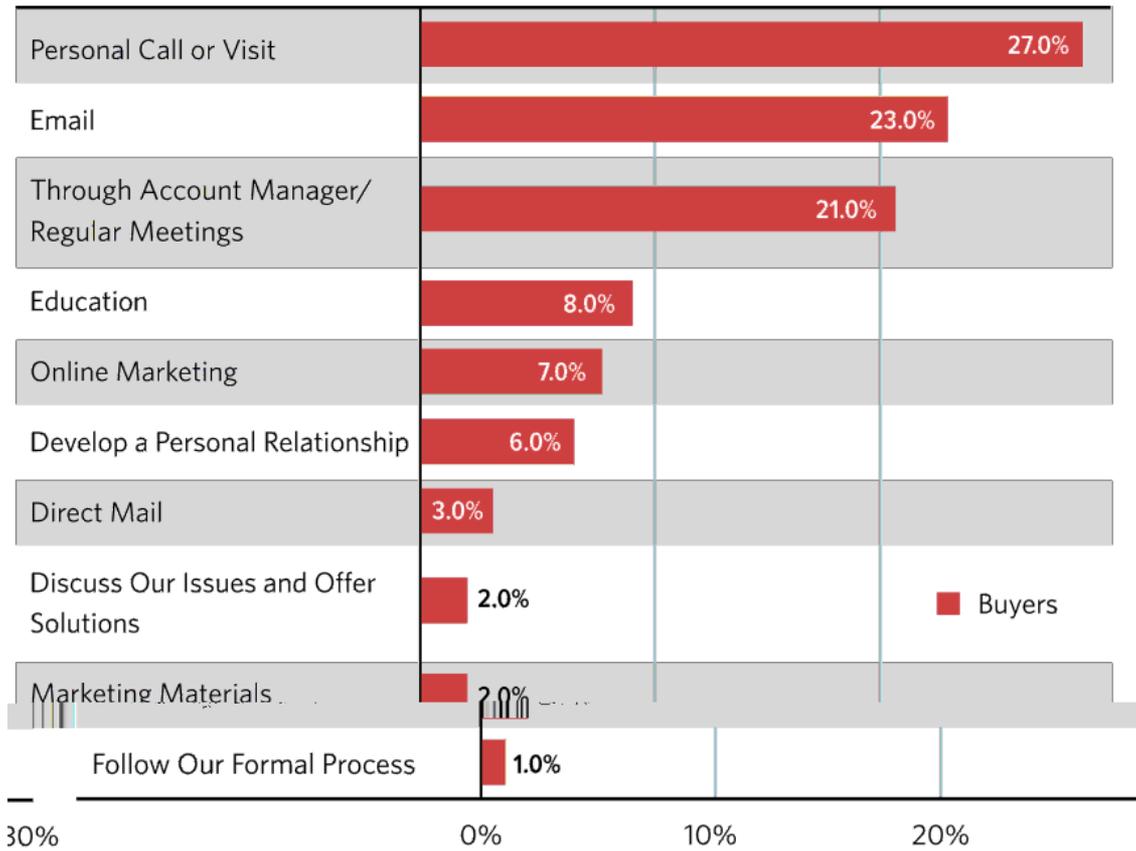


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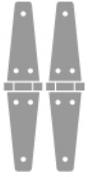


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## E

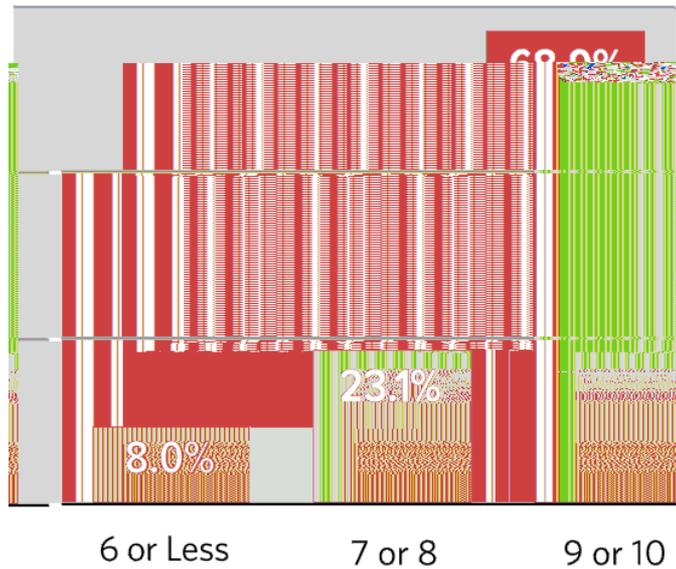
- › Have a dedicated relationship manager
- › Incorporate a review of business issues into our project plan
- › Identify opportunities and assess how our firm might help
- › Review issues and suggested approaches with clients



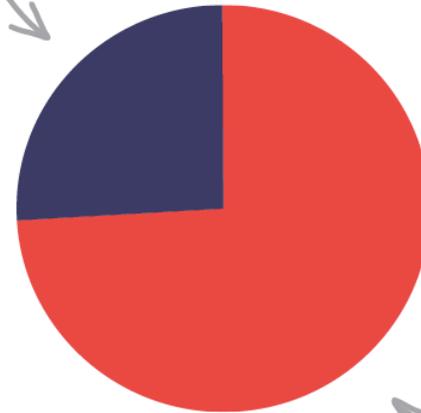


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**B**



**26%**  
Haven't Referred



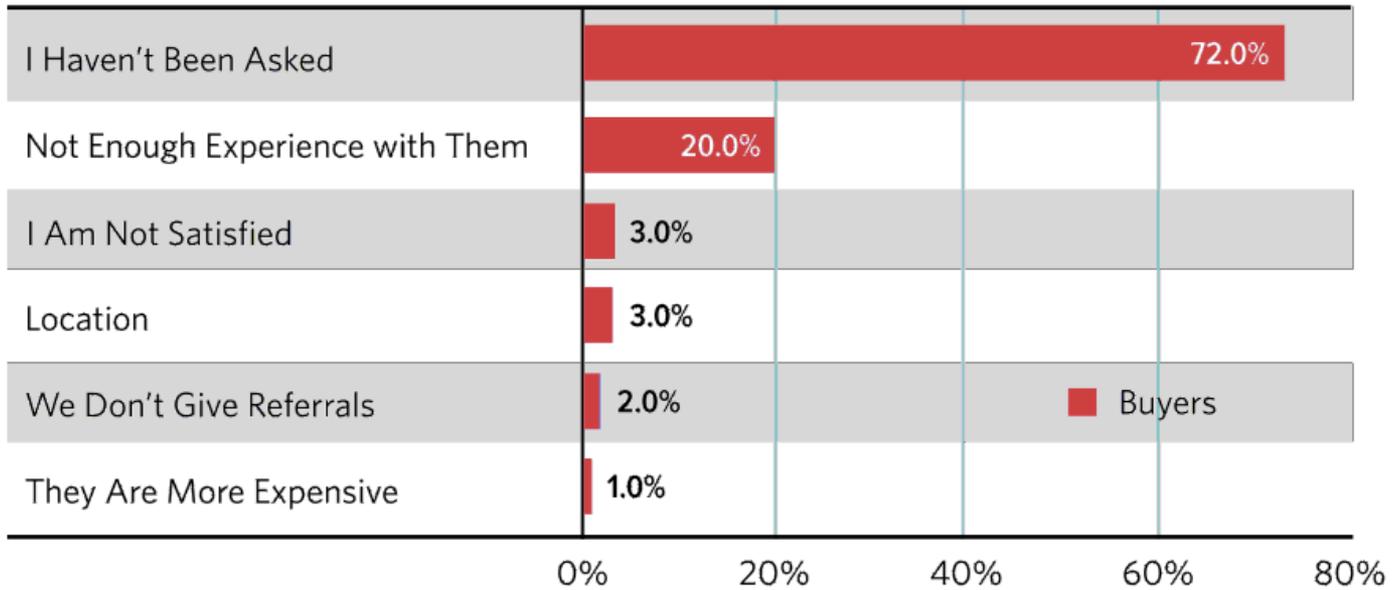
**74%**  
Already Referred

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#HingeBrain



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1. Promote our best clients for referrals.
2. Articulate our area of expertise for referrals.
3. Make it easy for prospects and non-clients to make referrals through content marketing.



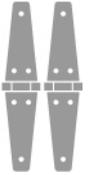
Hinge

**E**

**-B**

- › Identify highest referral potential
- › Get permission
- › Ask for referrals if appropriate
- › Do a case study on clients and promote it
  - B** : Make a video case study
- › Include them on a featured client list
- › Feature them on a panel at an event

E : D A



Hinge

CONTACT or Request a Proposal

ABOUT US | SERVICES | CASE STORIES | RESOURCES | PORTFOLIO | BLOG

Home > Case Stories

## CASE STORIES

Digital Accomplish has provided video, gaming, and social media services to a wide variety of clients seeking to interact with customers and grow their businesses:

**Telling Your Story »**  
See how an architecture firm used video to maximize website engagement.

**Product Promotions »**  
Watch the video that pushed these authors' work over the top.

**Interactive Media Development »**  
Learn how a leading console developer addressed changing trends in the gaming community.

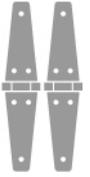
**View Our Portfolio**

**View Our Services**

- + Video Production
- + Social Media Campaigns
- + Games and Interactive Media

Learn More ▶

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Hinge

## -B

- › Create home pages for each industr
- › Develop a speciali ation-based conference
- › Conduct client or influencer interviews
- › Publish a speciali ation-based blog
- › Do a speciali ation-based research stud
- › Partner with speciali ation specific firms







## -B

### > Wide distribution of content

White papers

Webinars and Speaking Engagements

Research studies

Videos

Books and Guides

Blog posts

Articles

Consultations

### > Publish a signature piece





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E :

The screenshot shows the Intel Content Library website. At the top, there is a navigation bar with the Intel logo, a 'Menu' dropdown, 'Find Content' and 'Communities' links, a search bar, and a 'Sign In' button. Below the navigation bar is a 'Find Content' section with four tabs: 'Content Library' (selected), 'Technical Documents', 'Embedded Library', and an empty tab. A welcome message reads: 'Welcome to the Intel Content Library. This library is a tool that can help you find more information on Intel products and topics. Select at least one of the filter options below and click Get Results to find the content you're looking for.' Below the message are four filter categories: 'Intel® Products', 'Products with Intel Inside\*', 'Audience', and 'Content Type'. Each category has a list of sub-items with counts and expandable arrows.

Filter Category	Item	Count
Intel® Products	Cable Modems	9
	Client	27
	Digital Radio Products	4
	InfiniBand	44
	Intel® Chipsets	500+
	Intel® Core™ Processor	96
	Intel® Ethernet Network Connections	500+
	Intel® I/O Controller Hubs (ICH)	2
	Mobile	10
	Server	10
Products with Intel Inside*	Embedded Devices	55
	Intel Signage	27
	In-Vehicle Infotainment	2
	All in Ones	39
	Desktops	356
	Intel Atom™ System	500+
	Laptops	200
	Netbooks	52
	Networking Devices	93
	Servers	500+
Audience	Home Users	254
	Microsoft	500+
	Embedded Developers & Engineers	500+
	Educators	500+
	Executives	121
	Gamers	50
	Hardware Developers	94
	Resellers	156
	Small Business	128
	Content Type	Ad Kit
Application Note		1
Backgrounder		3
Blog		5
Catalog		1
Case Study		1
Datasheet		17
Design Guide		1
Flowchart		2
Manual		1

#HingeBrain



Hinge

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✓ For webinar registrants only !



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How our marketing plan compares to best practices in our industry

How educating our audiences leads to more targeted traffic on our website and more qualified leads

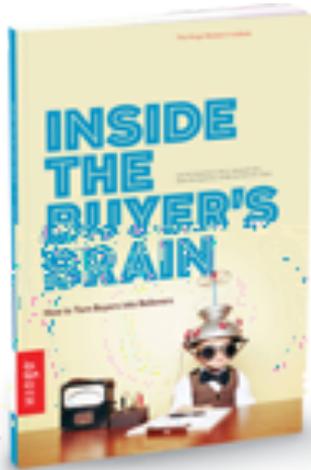
Ways to prioritize our marketing strategies to build reputation online

▪

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Hinge



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Hinge

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@H

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CPSM, Senior Partner  
Hinge Marketing  
[smontgomer@hingemarketing.com](mailto:smontgomer@hingemarketing.com)

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/

Connect on Twitter: @B

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-  [www.facebook.com/HingeMarketing](http://www.facebook.com/HingeMarketing)
-  [www.linkedin.com/companies/Hinge](http://www.linkedin.com/companies/Hinge)

703.391.8870

Eli abeth Harr  
Partner, Account Director, Hinge Marketing  
[eharr@hingemarketing.com](mailto:eharr@hingemarketing.com)

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