



The New Science of Professional Services Marketing

June 26, 2013

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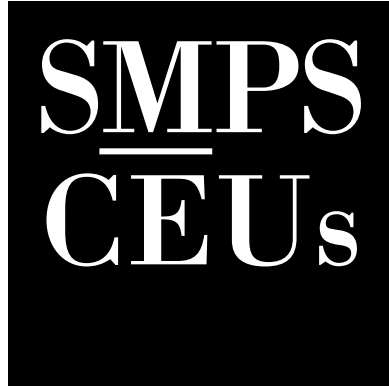
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SMPS CEUs

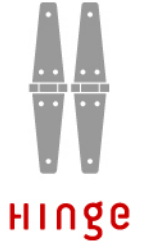
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Our Presenter



New Book: Professional Services Marketing



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Online Marketing for Professional Services

Connect with me on LinkedIn:
in/leefrederiksen

Spiraling Up: How to Create
a High Growth, High Value
Professional Services Firm

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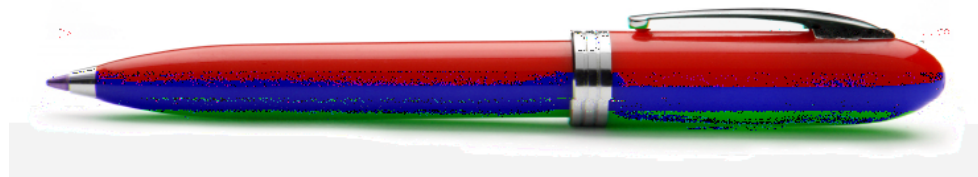
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Agenda

- › Birth of a New Science
- › Why Now?
- › 5 Key Findings
- › What They Mean for You



New Book: Professional Services Marketing

FREE CHAPTER

Available for Download



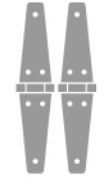


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New Science

- › Based on research
- › Measurable impacts
- › Testing





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“Marketing is the single most important function within a modern Professional Services Firm.”

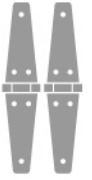
Why Now?

- › New generation of buyers and influencers
- › Technology offers new options
- › Geography is collapsing
- › Transparency is a must
- › Excellence is expected



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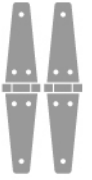
90% | *of B2B prospects
use search engines
to conduct research.*



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60%

*Of the purchasing
process happens before
talking with a supplier.*

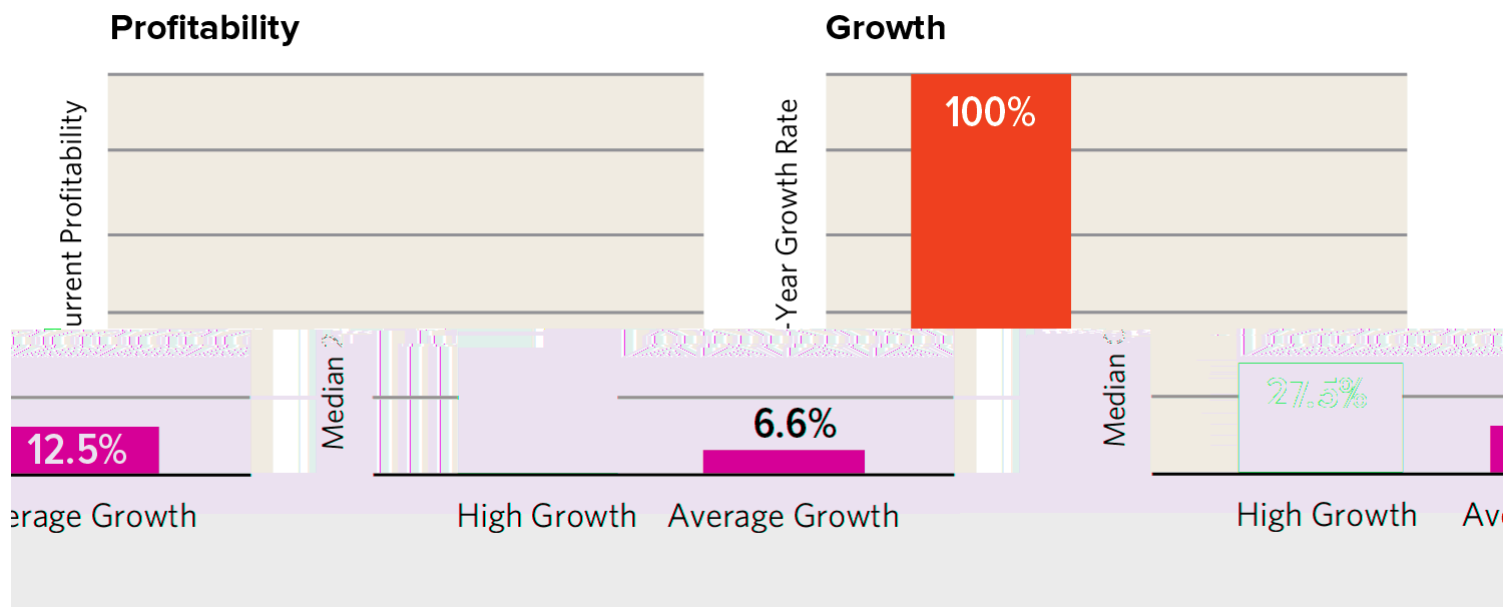


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STRATEGY DRIVES HIGH GROWTH & HIGH PROFITABILITY



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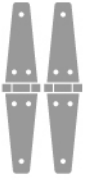




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- › Narrow focus - specialize
- › Well understood target
- › Targeted marketing

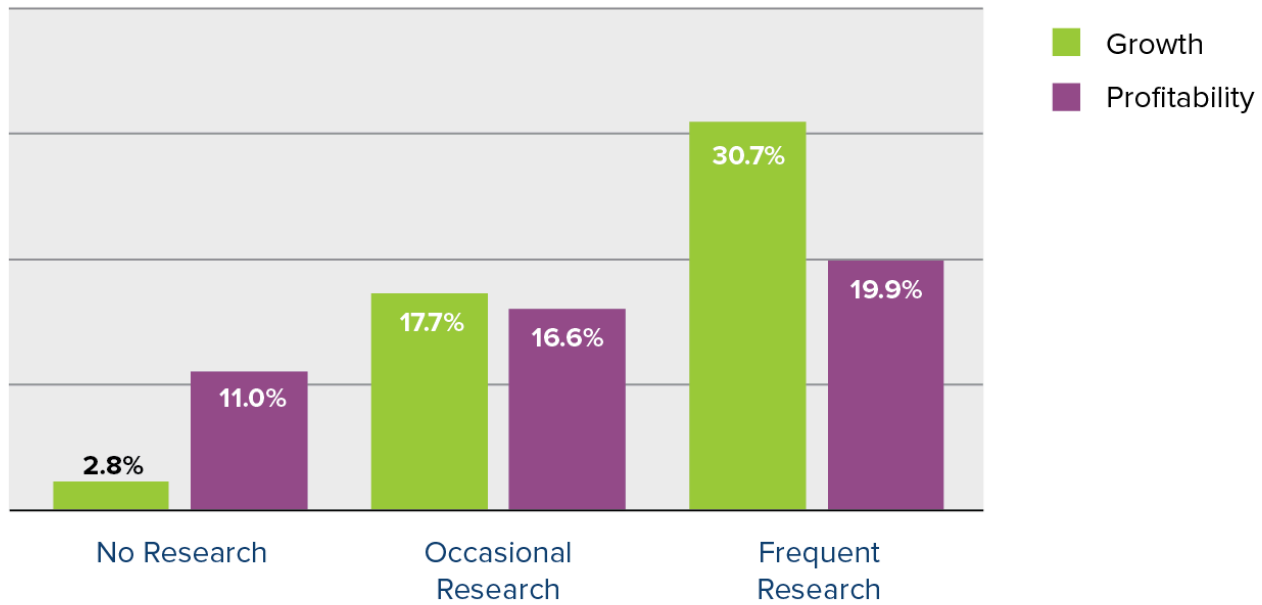




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RESEARCH DRIVES GROWTH & PROFITABILITY

The Value of Market Research on Growth and Profitability of Professional Services Firms

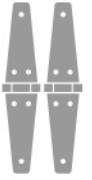




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- › Target client
- › Systematic research
- › Act on results



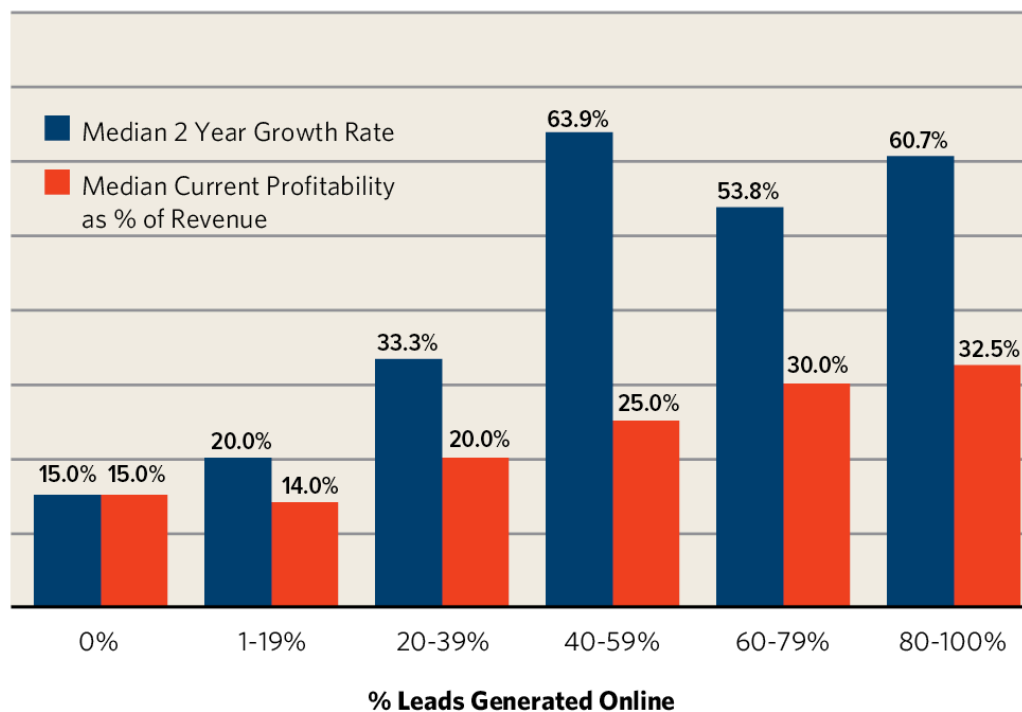


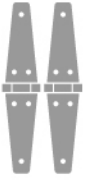
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ONLINE MARKETING DRIVES GROWTH & PROFITABILITY



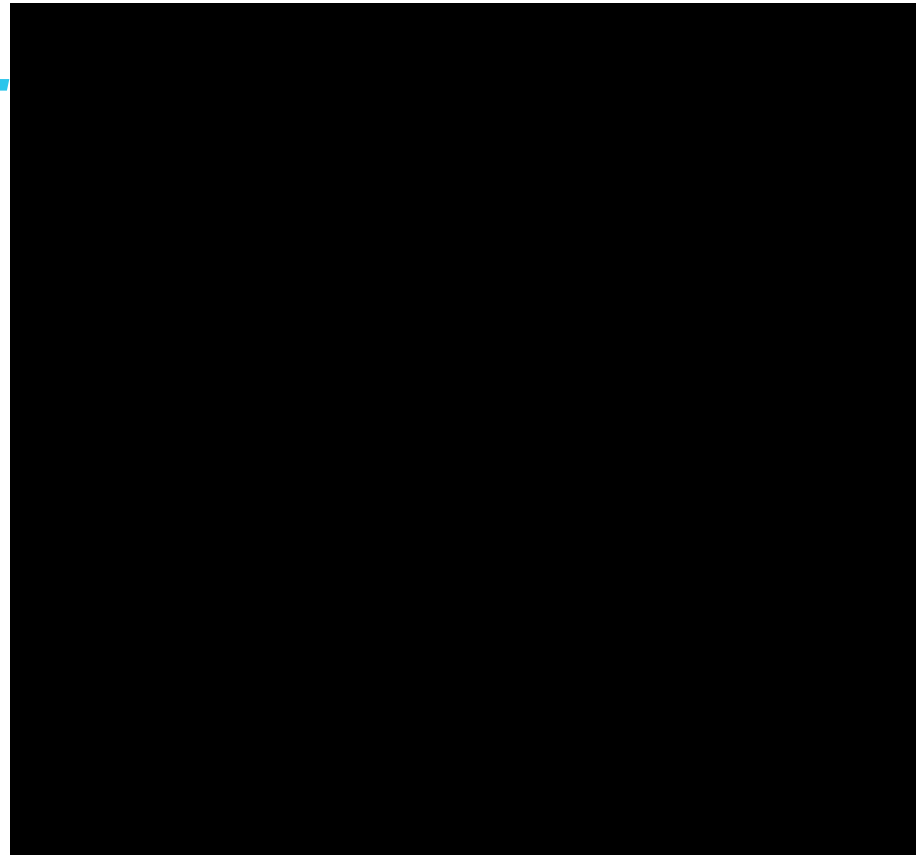
Firm Growth, Profitability and Online Lead Generation Across All Industries

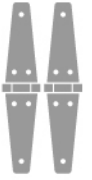




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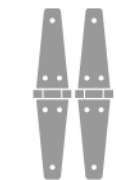
Must invest in a balanced approach.





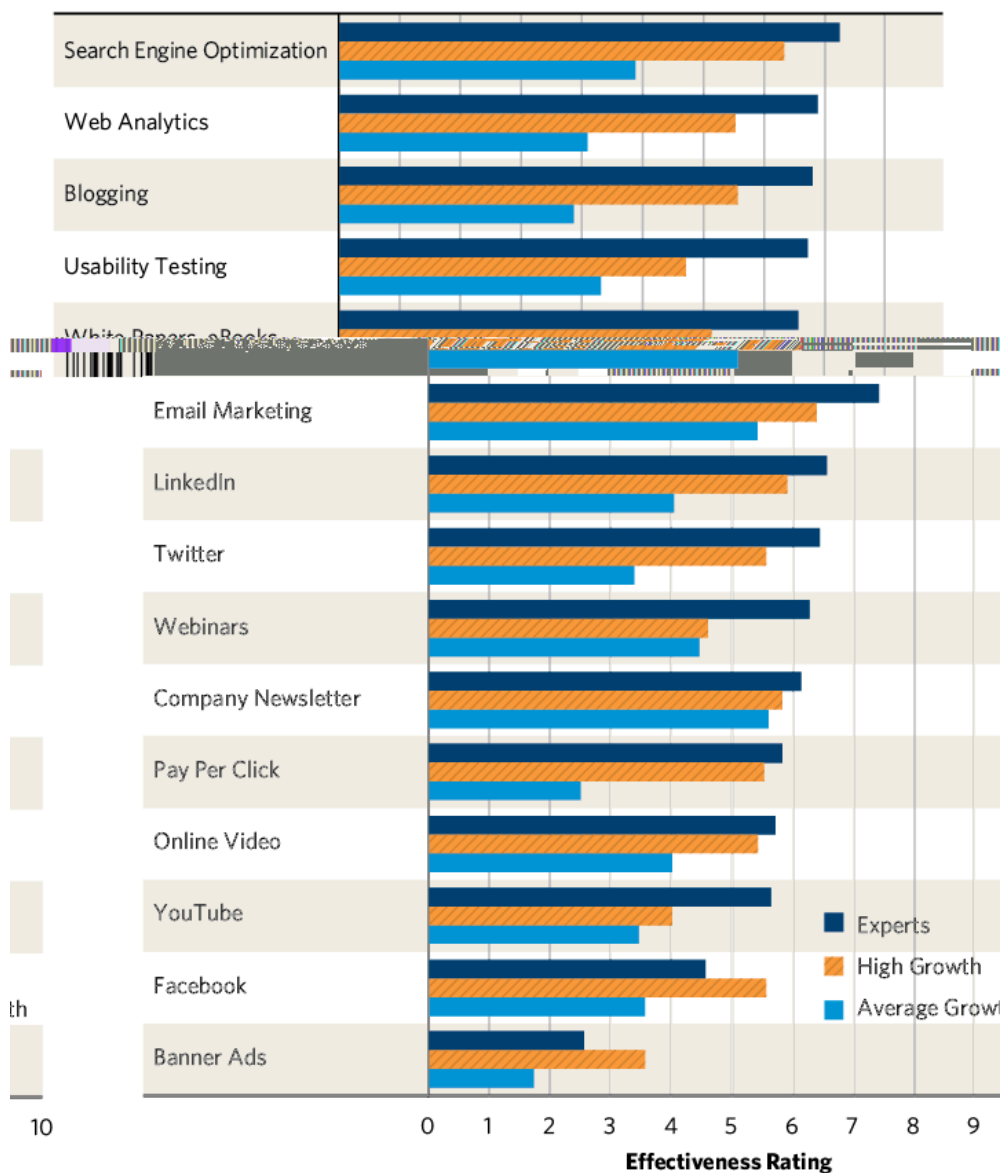
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**WE KNOW WHAT
WORKS ONLINE**



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Effectiveness Ratings: Experts vs. High Growth vs. Average Firms





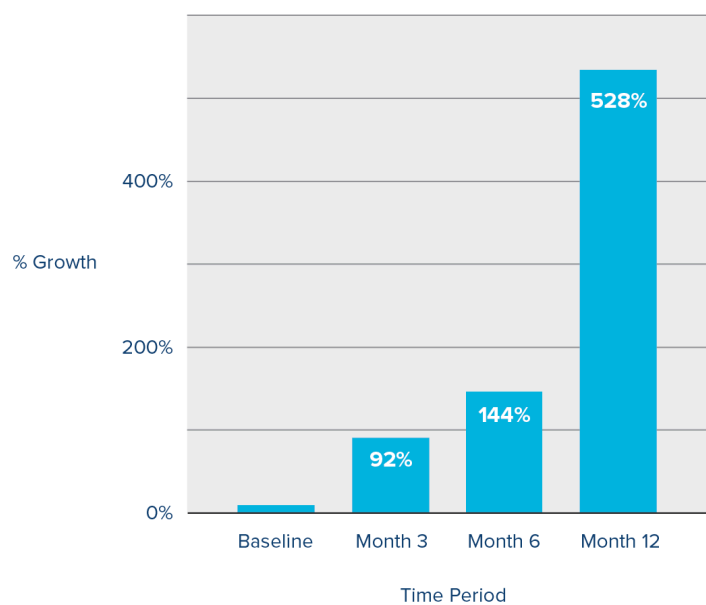
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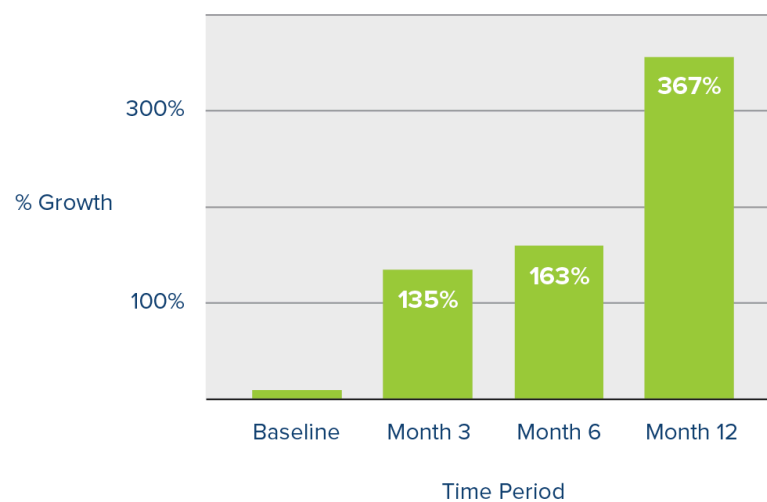


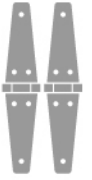
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Growth of Search Traffic



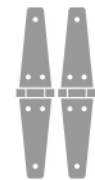
Growth of Leads



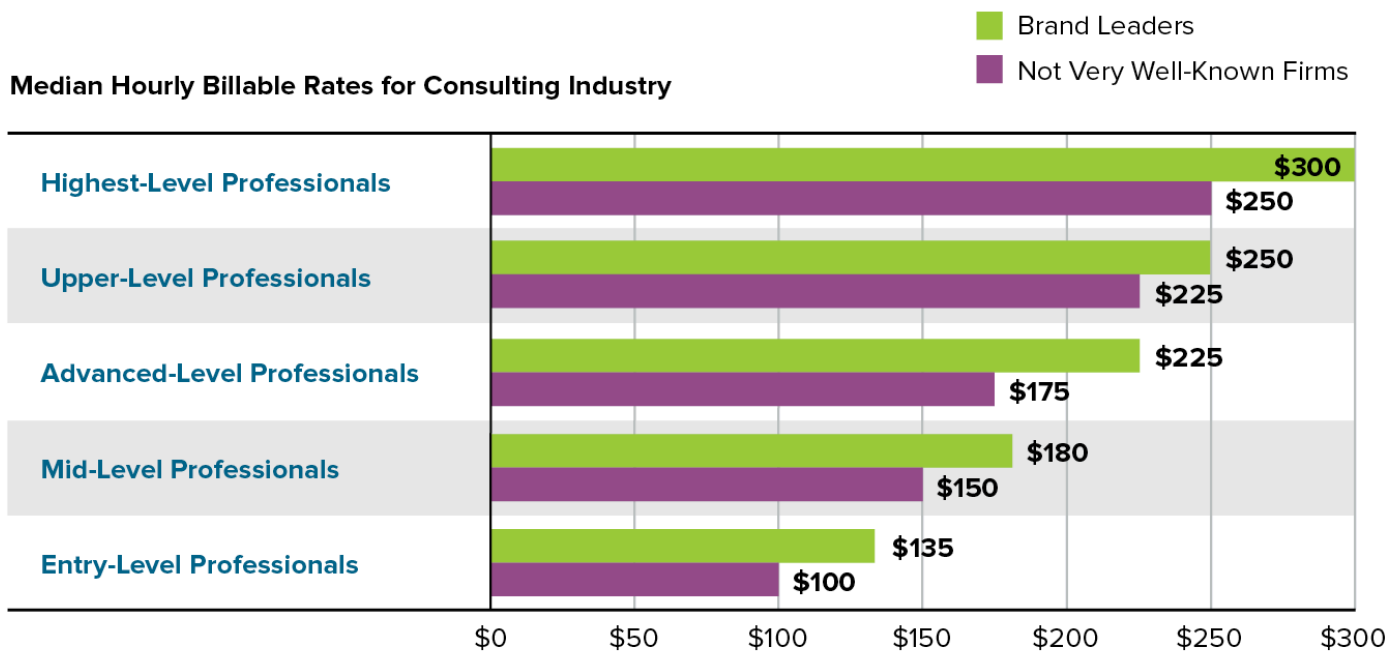


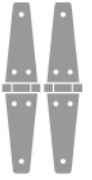
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STRONG BRAND CREATES VALUE



Median Hourly Billable Rates for Consulting Industry



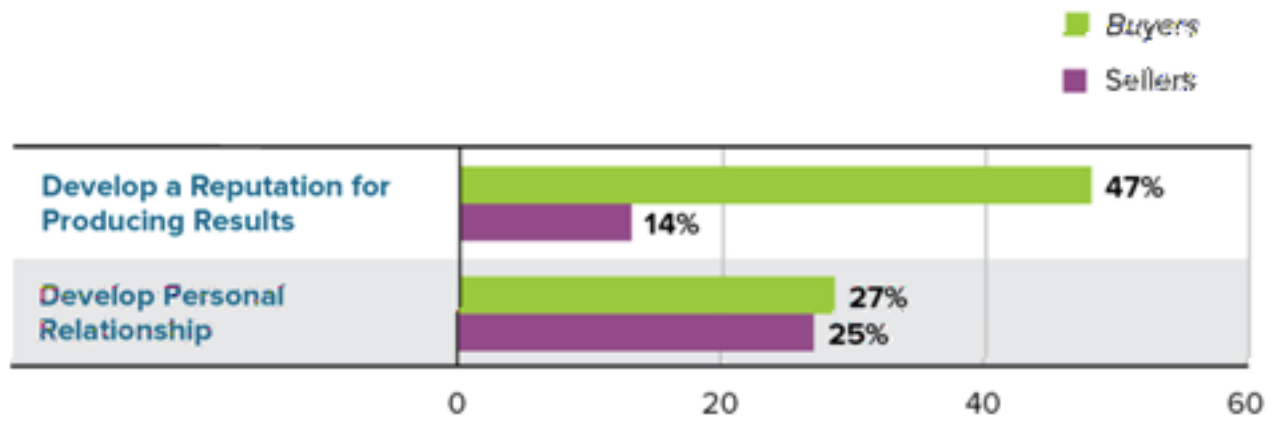


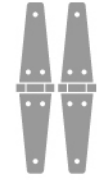
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BRAND = Reputation x Visibility



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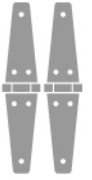




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- › Visibility lower than reputation
- › Must increase or maintain reputation
- › Must touch buyers and influencers
- › Focus is key





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WINNERS SELL VERY DIFFERENTLY THAN RUNNERS-UP

Top 3 Attributes Winners Possess

- › 1. Educated me with new ideas and perspectives
- › 2. Collaborate with me
- › 3. Persuade me we will achieve results





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Winners

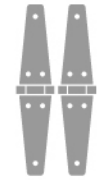
1	Educated me with new ideas or perspectives
2	Collaborated with me
3	Persuaded me we would achieve results
4	Listened to me
5	Understood my needs
6	Helped me avoid potential pitfalls
7	Crafted a compelling solution
8	Depicted purchasing process accurately
9	Connected with me personally
10	Overall value from company is superior to other options

Winners!

1	Educated me with new ideas or perspectives
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3	Persuaded me we would achieve results
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Runners-Up

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19	Listened to me
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26	Collaborated with me
27	Understood my needs
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31	Depicted purchasing process accurately
32	Crafted a compelling solution
33	Overall value from company is superior to other options
34	
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38	Connected with me personally
39	Helped me avoid potential pitfalls
40	Persuaded me we would achieve results
41	
42	Educated me with new ideas or perspectives



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- › Own the dialog to own the solutions
- › Content marketing sets up successful sales
- › Re-think selling skills



Free Marketing Review

✓ For webinar registrants only!

› **We'll discuss:**

- Your current marketing approach
- Missed marketing opportunities
- Target audiences and research opportunities



Simply respond to our follow up email.

Free Resources



New Book: “Professional Services Marketing”

“Online Marketing for Professional Services” Book



“Spiraling Up” Book



“Marketing/Communications: Online Marketing” Research Study



How Buyers Buy Executive Summary

[**www.hingemarketing.com/library**](http://www.hingemarketing.com/library)

Thank you! Questions?

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