



Hinge®

The New Science of Professional Services Marketing

June 26, 2013

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Today's Hashtag:



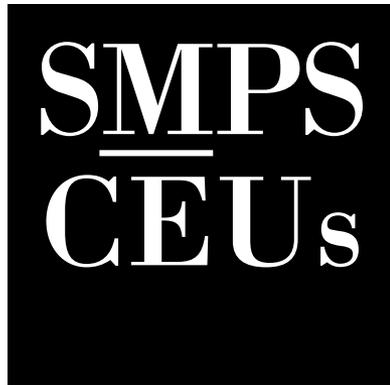
#hingescience



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Our Presenter



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**New Book:
Professional Services
Marketing**



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lfrederiksen@hingemarketing.com

**Online Marketing for
Professional Services**

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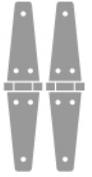
in/leefrederiksen

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

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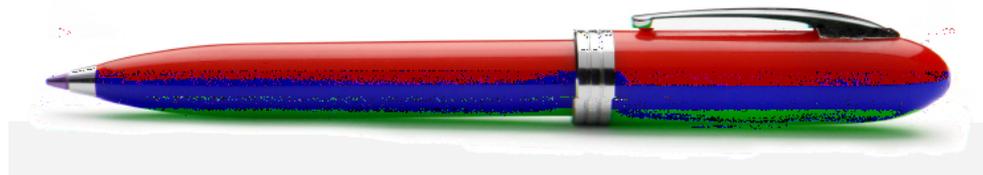
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Agenda

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



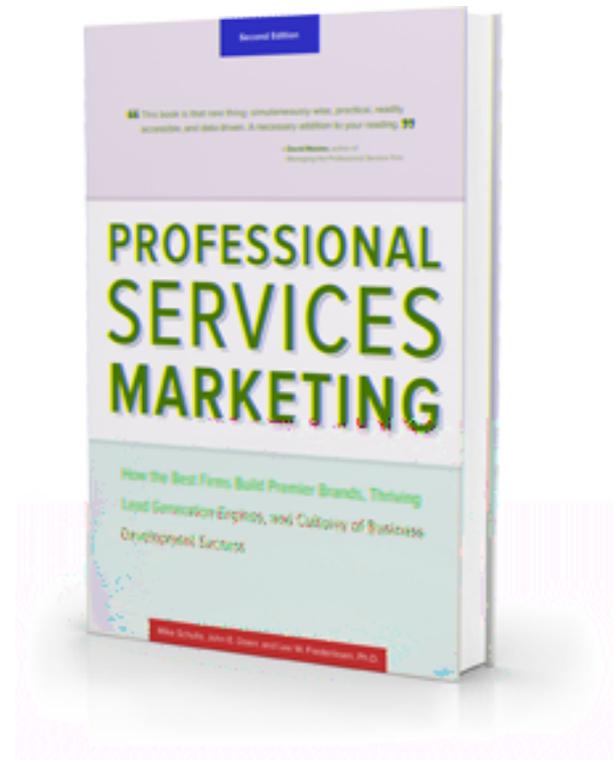


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New Book: Professional Services Marketing

FREE CHAPTER

Available for Download





New Science

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





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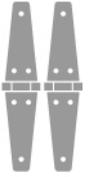
“Marketing is the single most important function within a modern Professional Services Firm.”



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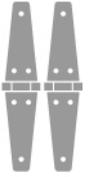
Why Now?

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



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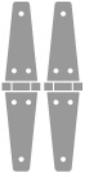
90% | *of B2B prospects
use search engines
to conduct research.*



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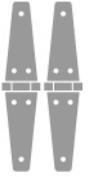
60%

Of the purchasing process happens before talking with a supplier.



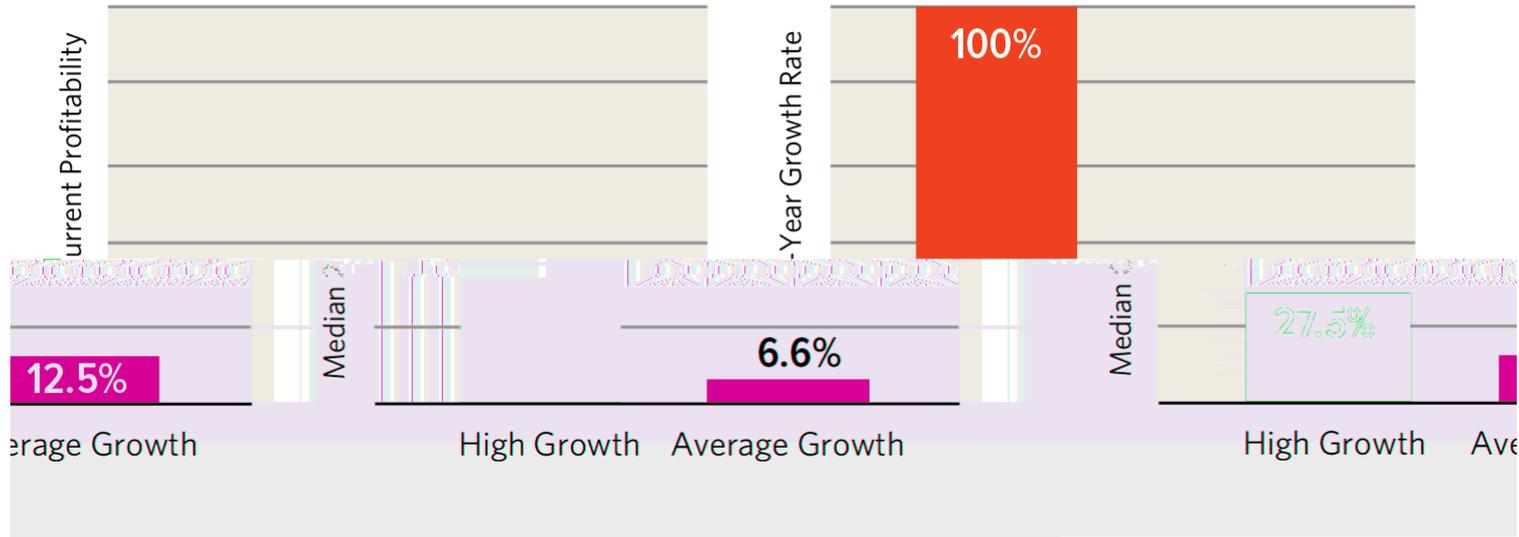
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STRATEGY DRIVES HIGH GROWTH & HIGH PROFITABILITY



Profitability

Growth





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



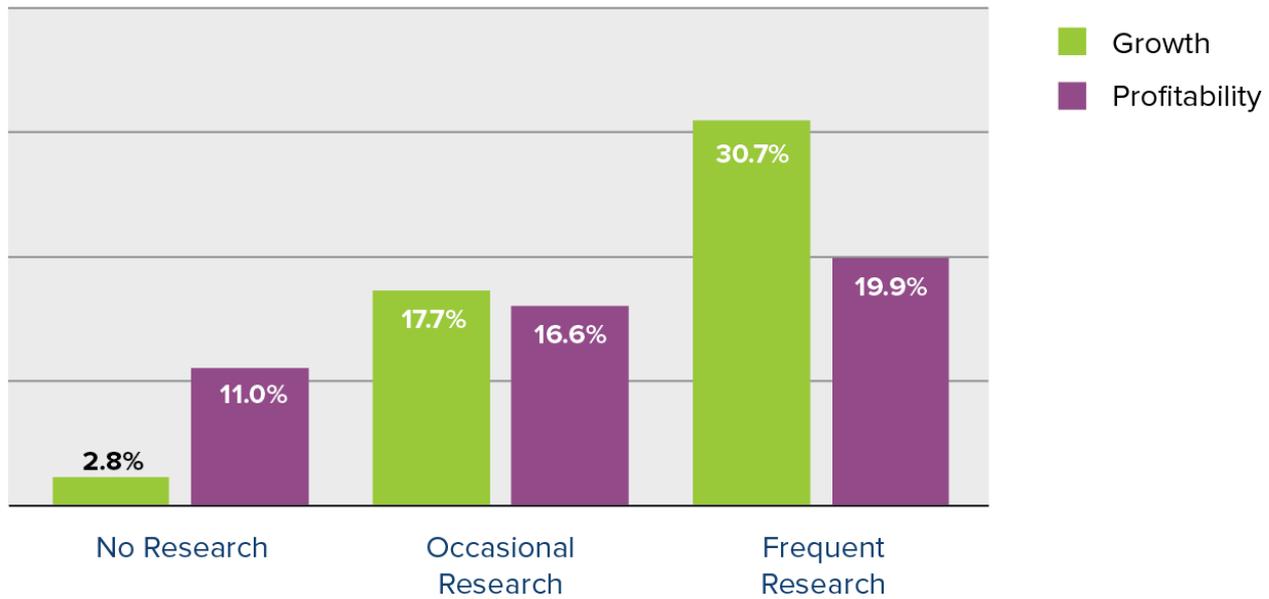


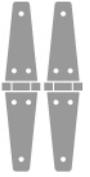
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RESEARCH DRIVES GROWTH & PROFITABILITY



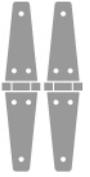
The Value of Market Research on Growth and Profitability of Professional Services Firms





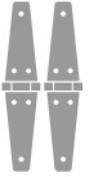
- > Target client
- > Systematic research
- > Act on results



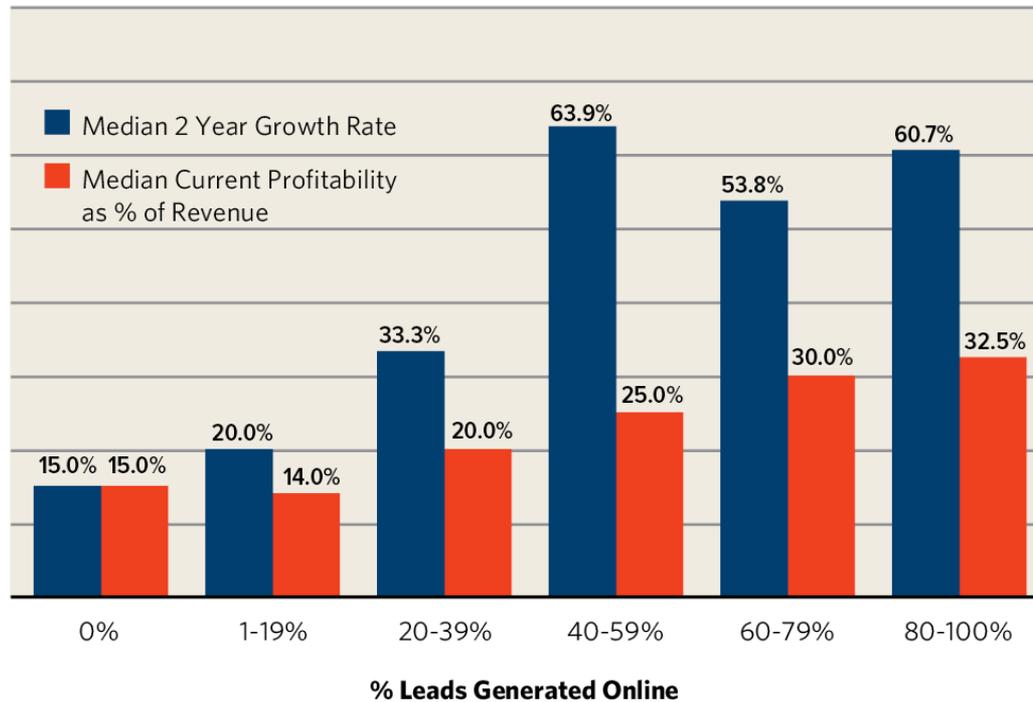


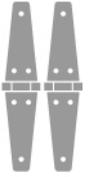
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ONLINE MARKETING DRIVES GROWTH & PROFITABILITY



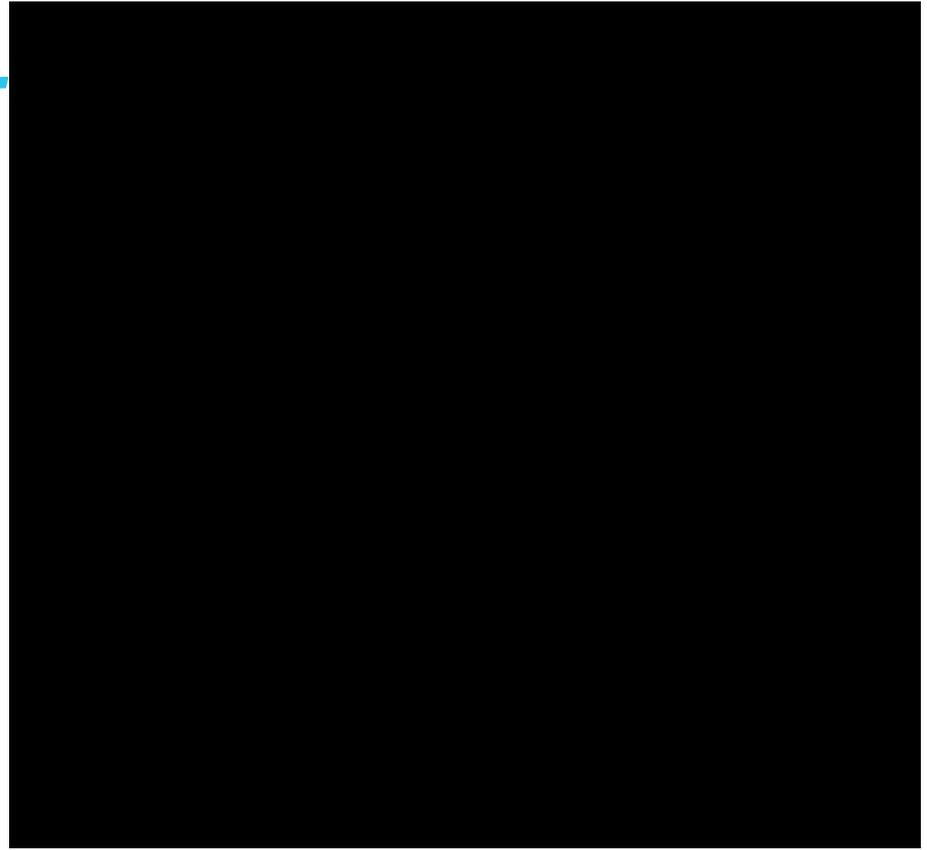
Firm Growth, Profitability and Online Lead Generation Across All Industries





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Must invest in a balanced approach.

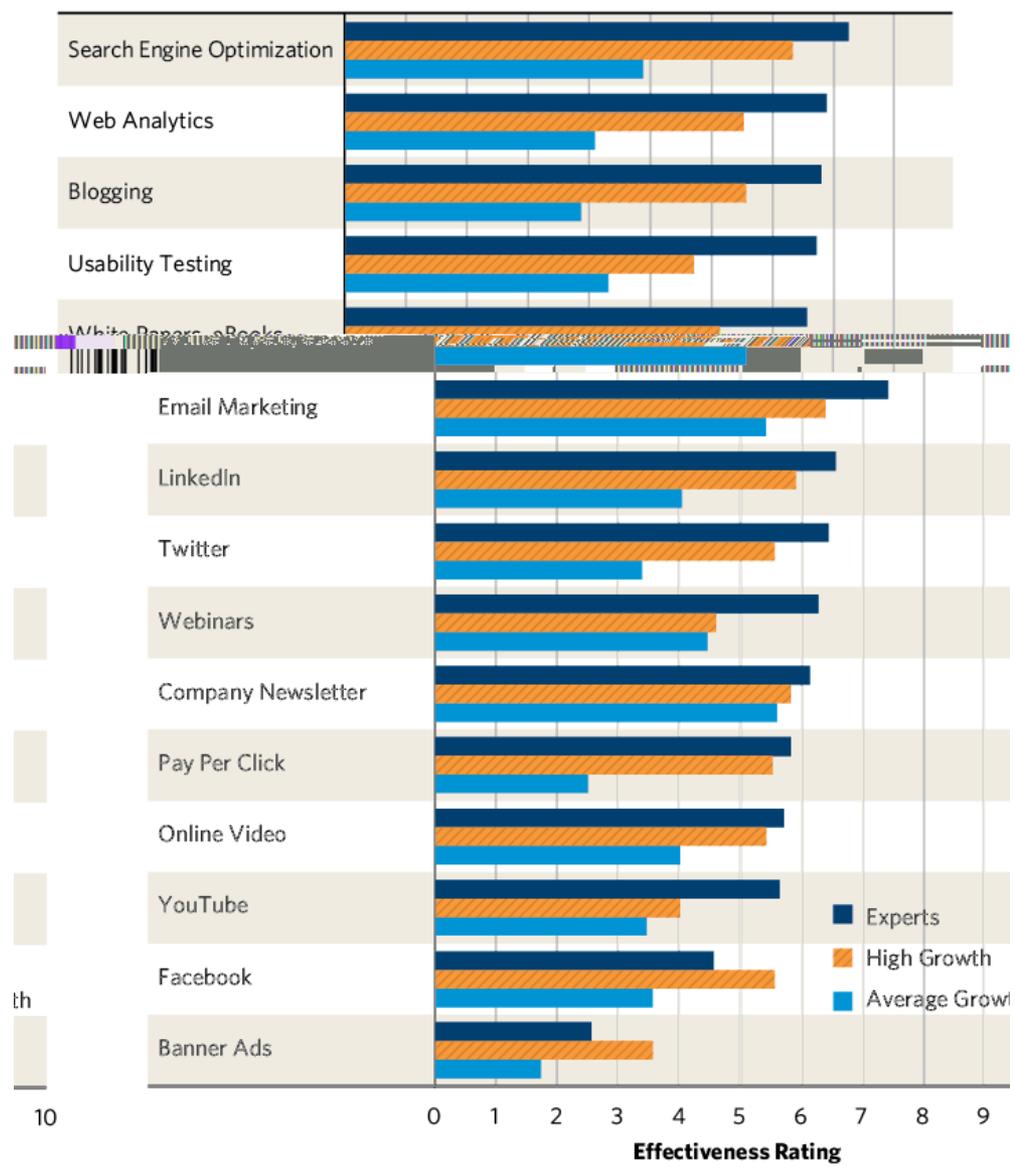




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**WE KNOW WHAT
WORKS ONLINE**

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





1 Get the Strategy Right

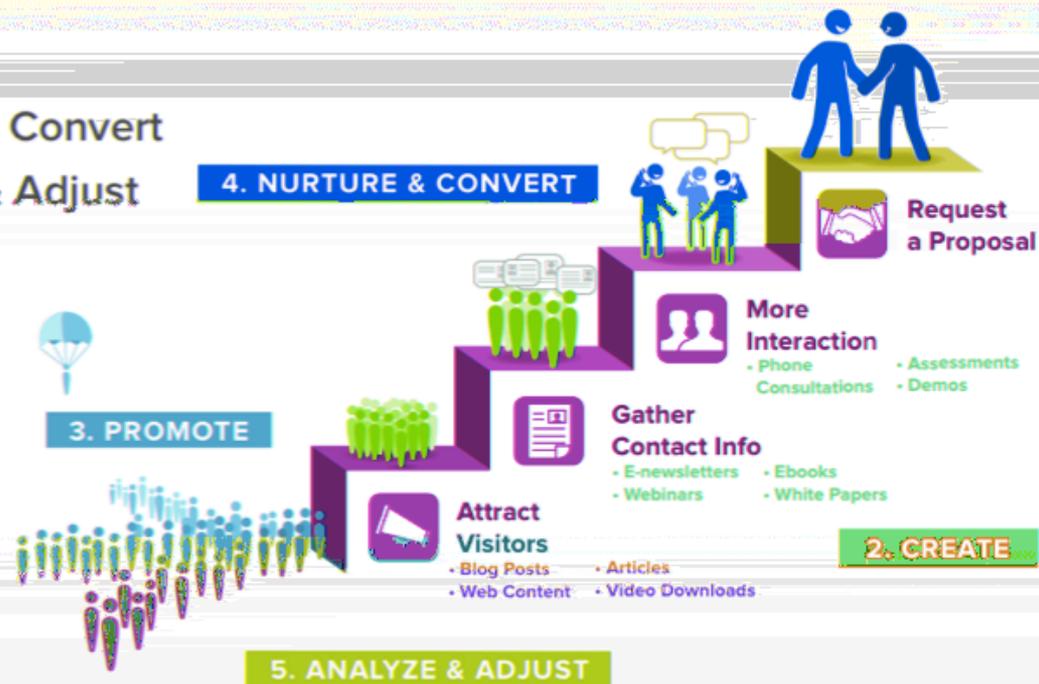
2 Create

3 Promote

4 Nurture & Convert

5 Analyze & Adjust

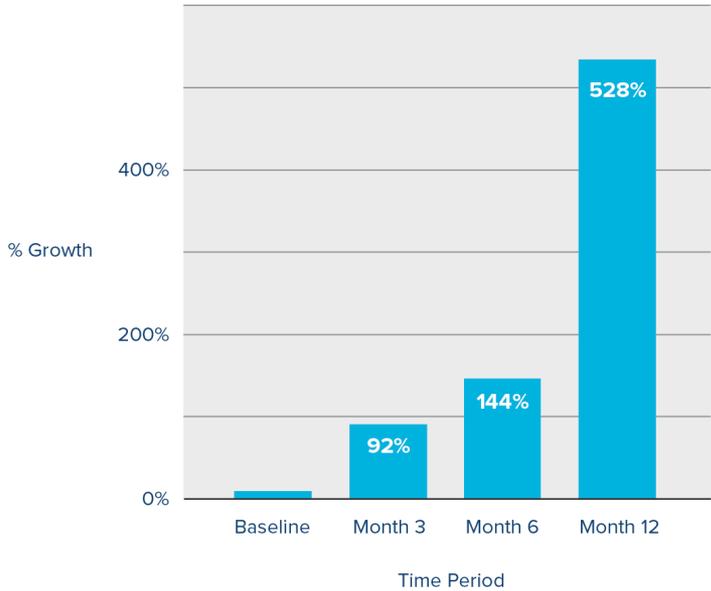
1. GET THE STRATEGY RIGHT





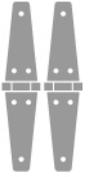
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Growth of Search Traffic



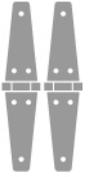
Growth of Leads





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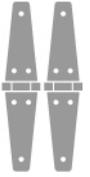
STRONG BRAND CREATES VALUE



Median Hourly Billable Rates for Consulting Industry

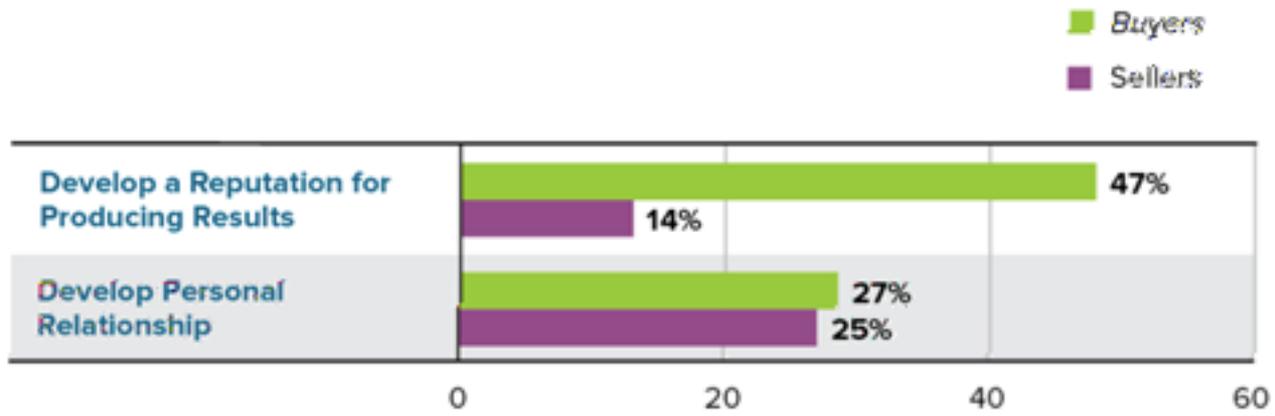
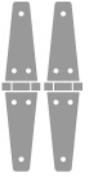
■ Brand Leaders
■ Not Very Well-Known Firms





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BRAND = Reputation x Visibility





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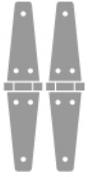
- › Visibility lower than reputation
- › Must increase or maintain reputation
- › Must touch buyers and influencers
- › Focus is key





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WINNERS SELL VERY DIFFERENTLY THAN RUNNERS-UP



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Top 3 Attributes Winners Possess

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





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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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.



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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

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Thank you! Questions?

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