



How to Drive Client Engagement and Firm Growth with Social Media

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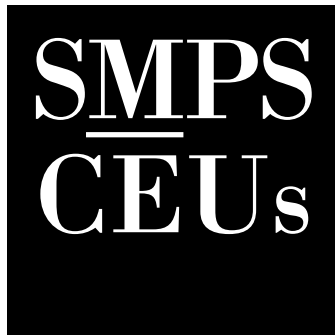
Today's Hashtag:



#hingesocial

SMPS CEUs

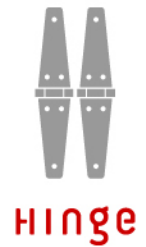
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Today's Speaker



Sylvia Montgomery, CPSM
Senior Partner, Hinge Marketing
smontgomery@hingemarketing.com

Connect with me on LinkedIn:
In/SylviaMontgomery

Connect on Twitter: **@BrandStrong**



Andrew Bates
Director of Online Marketing, Hinge Marketing
abates@hingemarketing.com

Connect with me on LinkedIn:
In/AndrewGBates

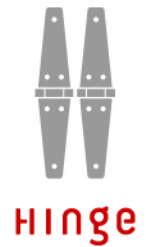
Connect on Twitter: **@AndrewBates**

Agenda

- › 5 Roles of Social Media
- › Developing Your Social Media Strategy
- › Social Media Platforms and Tools
- › Execution, Calendar, and Must-Haves
- › What to Ask of Your Team
- › Growth & Profitability



5 Roles of Social Media for Professional Services



- 1 - Word of Mouth (Cocktail Party)
- 2 - Content
- 3 - SEO (Search Engine Optimization)
- 4 - Research
- 5 - Talent Retention & Attraction





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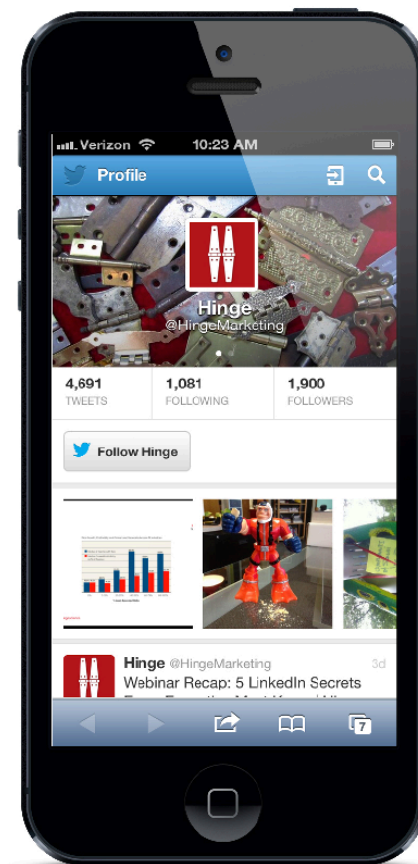
Word of Mouth

- › The cocktail party has moved online
- › 365/24/7 – Doesn't eat up your gas and gets you home for dinner



Content Promotion

- › The easiest and cheapest ways to promote your firm's content
- › Extends your reach
- › Follow 80/20



SEO (Search Engine Optimization)

- › Search engines use social media popularity as another way to evaluate and rank your website
- › “Temporal Relevance”:
Information is shared in near real-time



Research & Monitoring

- › Allows your business to qualitatively and quantitatively measure its:
 - › Brand, Products and Services
 - › Industry and Competition
 - › Market Influencers and Activities
 - › Audience's Interests, Pain Points and Buying Signs
- › Remember that your clients, prospects, talent and competitors are all going online to evaluate and validate who you say you are

Talent Retention & Attraction

- › Gone are the days of CareerBuilder and Monster
- › Social media recruiting is free or inexpensive





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DEVELOPING YOUR SOCIAL MEDIA STRATEGY

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Developing Your Social Media Strategy

1. Determine the purpose of your social media program
2. Specify and research your target audiences
3. Select the appropriate social media channel(s)
4. Pinpoint program goals and measures
5. Develop implementation tactics



1. Determine the Purpose of Your Social Media Program

Does your firm need to:

- › Develop new relationships?
- › Promote educational content?
- › Attract more qualified visitors to your website?
- › Research your industry, competition and audience?
- › Recruit new employees?

***It's important to get the executive, legal, creative, and web teams on the same page in the very beginning**



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2. Specify and Research Your Target Audiences

Determine your target audience:

- › Avoid being too focused on a specific audience
- › In most complex B2B sales, there is rarely a single decision-maker

Perform research:

- › Systematically polling
- › Online monitoring
- › Manual research

3. Select the Appropriate Social Media Channel(s)

Where do you begin?

- › Many start by selecting the channel first – bad idea
- › Research will determine where your audience participates
- › And remember: *you don't need to do it all.*

For B2B:

- › Start with LinkedIn
- › Twitter and YouTube are often a good fit
- › The A/E/C world should consider Pinterest



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4. Pinpoint Program Goals and Measures

Program goals and measures generally fall into three broad categories:

- › Activity
- › Reach
- › Results



5. Develop Implementation Tactics

Don't guess – The proof cases and tips are out there

Build vs. Buy

- › Hire an internal resource – Long-term benefits
- › Outsource – Expertise, Proven success, Training



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SOCIAL MEDIA PLATFORMS AND TOOLS

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LinkedIn



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Over 225 million professionals users
#1 social media network for B2B

Best use:

- › Relationships
- › Thought Leadership
- › Q&A Groups
- › Talent Search

Limitations:

- › The smallest network measured by total users
- › Inability to utilize multimedia (but changing...)



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Example of Groups

The screenshot shows a LinkedIn interface with a search bar at the top containing the text "certified public accountant". Below the search bar, a dropdown menu displays a list of groups and companies. The groups listed are:

- Certified Public Accountant Group** (9,318 members)
- The Certified Public Accountants Group** (5,511 members)
- WICPA Wisconsin Institute of Certified Public Accountants** (2,486 members)
- Virginia Society of Certified Public Accountants** (4,117 members)
- Washington Society of Certified Public Accountants** (2,783 members)

Below the groups, a section titled "Companies" lists:

- Decosimo Certified Public Accountants** (Accounting; 201-500 employees)
- Anderson ZurMuehlen Certified Public Accountants & Business...** (Accounting; 201-500 employees)

The main content area on the left shows a discussion titled "What is the best tax research product?" with a comment from Stephen Knight Cpa dated January 24, 2012. The right sidebar features a "Manager's Choice" section highlighting "The Certified Public Accountants Group is now an open group" by Brent Clark, and a "Latest Updates" section showing likes and discussions from Tarek El Kadeem and Ibahim Mwakaba.



Facebook



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Over 1.1 billion users

The #2 most frequented website (Google is #1)

Best use:

- › Sharing images and video
- › Humanizing your firm
- › Strong engagement and sharing
- › Awareness

Limitations:

- › Poor lead generation
- › Low tolerance for formal marketing efforts



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Example of Culture Posts



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July 25

Meanwhile in the online marketing department, there is a hungry Google Panda to feed



Unlike · Comment · Share

👍 You and 6 others like this.



Sean McVey

<http://www.ferdychristant.com/blog/resources/jungledragon>



LinkedIn
August 9

These babies are IN! Are you??



Like · Comment · Share

💬 62

👍 608 people like this.

Top Comments ▾



Twitter



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Over 500 million users

The farthest reach of all networks

Best use:

- › Sharing any form of content
- › Connecting with thought leaders and customers
- › Using #hashtags to segment and follow topics

Limitations:

- › Posts limited to 140 characters
- › Getting lost in the fire hose

Example of Content Sharing



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Cherry Bekaert
@CherryBekaert

Keep up to date with business tax and accounting news here.
Southeast US · blogs.cbh.com

483 TWEETS 446 FOLLOWING 713 FOLLOWERS

Followed by   Brian Lemen and Hinge.

Tweets

Cherry Bekaert @CherryBekaert 1h
 Today's #GovCon post discusses the Department of Homeland Security's guidance on receiving Sandy funds: bit.ly/16H6Y2i
Expand

Cherry Bekaert @CherryBekaert 3h
 Prepare for the Medicare Surtax with our latest Guidance post: bit.ly/12IDUdn #Tax
Expand



USGBC ✓
@USGBC

Developers of #LEED. Green buildings and communities for all.
Washington, DC · usgbc.org

6,771 TWEETS 1,401 FOLLOWING 61,912 FOLLOWERS

Followed by    Kristen D. Wesley, Tracy Tran, Dan Semovitz and 18 others.

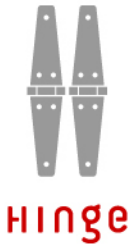
Tweets All / No replies

USGBC @USGBC 2h
 How are YOU part of #GreenbuildNation? Tell us in a tweet, you could win a FREE #Greenbuild pass! Example tweets: bit.ly/17XWOL7
Expand

USGBC @USGBC 3h
 Meet Nicolette Mueller: California native, "borderline addict" NPR fan, @miriamskitchen volunteer: bit.ly/16CNKea
Expand



Google+



Over 500 million active users
Fastest growing social network

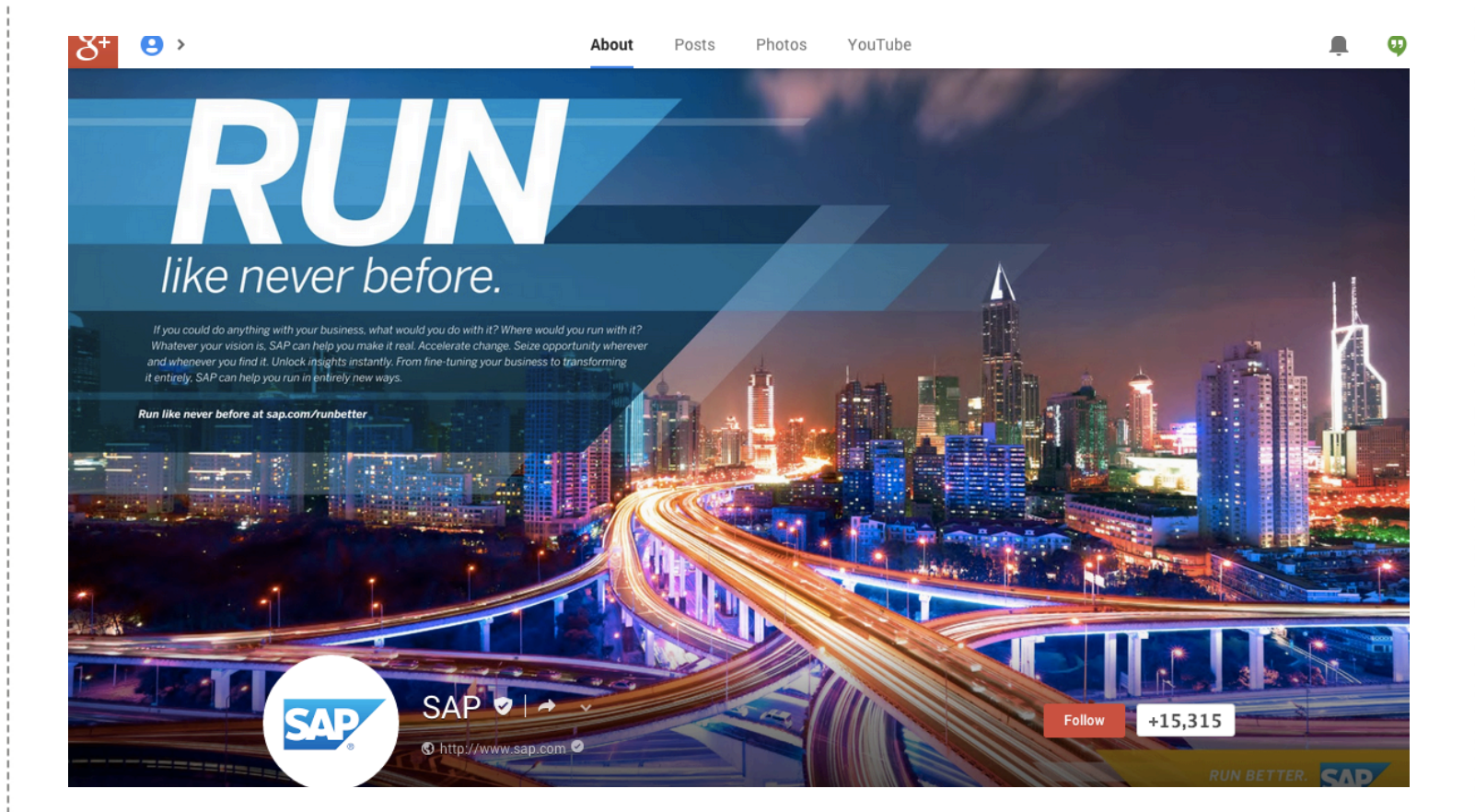
Best use:

- › Free video conferencing (Hangouts)
- › Benefits SEO
- › Combines the best features of all networks

Limitations:

- › Businesses and consumers are still feeling out the network
- › Users are early adopters and sophisticated marketers

Example of a Strong Profile





Pinterest



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Over 70 million users

Based almost entirely on posting images

Best use:

- › Sharing and hosting images
- › Showcasing A/E/C work

Limitations:

- › Low engagement
- › Most users are hobbyists or B2C sharing product offerings



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Example of a Pinterest Brand Search

Pins Boards Pinners Search results for "quinn evans architects"

Show:

☒ All pins
☐ Just my pins

The pot of gold at the end of the French Market in New Orleans - Cafe du Monde YUM (from Quinn Evans Architects - in New Orleans - I like their tastes)

10 repins

Pinned by Sheila Gobes-Ryan

onto Great Farmers Markets

Hill Auditorium, University of Michigan, Ann Arbor, Michigan | Quinn Evans Architects

17 repins 1 like

Pinned by Lisa Wootton Booth

onto Michigan

Eastern Market | Quinn Evans Architects Renovated for greener future after fire

Pinned by Leigh Anne White

onto Green Design

Architecture's First Full-Fledged Experiment in DeafSpace Design. The new residence hall on the campus of Gallaudet University in Washington, D.C., was designed by LTL Architects, in collaboration with Quinn Evans Architects and Sigal Construction.

1 repin

Pinned by Mika Klein

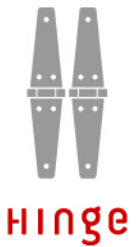
onto Arch-Collaboration Spaces

Saturday, September 15th, 2012 Ann Dilcher and Ilene Tyler from Quinn Evans Architects met with members of the Lake Orion

Architecture's First Full-Fledged Experiment in DeafSpace Design. The new residence hall on the campus of Gallaudet University in Washington, D.C., was designed by LTL Architects, in collaboration with Quinn Evans Architects and Sigal Construction.



YouTube



Over 1 billion users

The 3rd largest search network (Google #1, Facebook #2)

Best use:

- › Sharing multimedia content
- › Strong SEO value
- › Videos can be embedded in content like blog posts

Limitations:

- › Low engagement
- › Content creation can be time consuming and costly



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Example of Brand and Advocate Presence

Marketbridge

Filters About 438 results

MarketBridgeInc's channel
by **MarketBridgeInc** • Active 7 months ago • 23 videos
MarketBridge is a global solutions and professional services firm providing go-to-market strategy-thru execution for Fortune 1000 ...
CHANNEL Subscribe 4

Raldbthar Deep Market "Bridge"
by **rcf956** • 1 year ago • 49,745 views
video of how to open the bridge and defeat "Dwarven Centurion Master" ADEPT.
HD

MarketBridge Summary
by **MarketBridgeInc** • 10 months ago • 32 views
20 years, 1000 engagements, Countless satisfied clients. For nearly two decades and after 1000 engagements, the sales and ...
COMPETENCIES TEAM SKILL SETS

MarketBridge wins a Gold Stevie Award in the 2012 Stevie Awards for Sales & Customer Service
by **TheStevies** • 1 year ago • 90 views
The world's top sales awards, contact center awards, and customer service awards were presented at Caesars Palace in Las ...
1:07

MMB Collaboration Process
by **MedicalMarketBridge** • 3 years ago • 250 views
Medical Market Bridge presentation. describing how MMB can assist you in creating efficient revenue generating sales channels ...
10:05 HD

Hinge Subscribe 21

Home Videos Discussion About Search

Hinge Tour
92 views 2 months ago
Hinge Headquarters tour. Music name "Harder, Better, Faster, Stronger" and the artist is Daft Punk.
0:10 / 2:05

Case Studies



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EXECUTION, CALENDAR, AND MUST-HAVES

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Social Media Execution

It sounds obvious, but even the best social media strategy fails if it never gets implemented.

It takes:

- › Commitment
- › Stakeholders
- › Calendar
- › Monitoring and Analysis

Commitment

How much time and resources do we need?

One size does not fit all:

- › Do your homework
- › Determine the level of activity and sophistication of your industry
- › Evaluate the resources at your disposal
- › Don't bite off more than you can chew

If you lose momentum, you'll lose your audience as well



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Must-Haves

- › The right skill sets
- › Execution and analysis tools
- › Engaging content
- › Collaboration internally



Creating the Calendar

Best Practices:





- › Channel champions – assign and empower stakeholders
- › Build tasks into schedules – ensure resources get the time they need
- › 80/20 – 80% of what you share should be others, 20% should be yours
- › Continuous monitoring – analyze, evolve, analyze, evolve...

You'll be amazed at what you can do with just 30 minutes a day!



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Content Calendar Example

| | Twitter  | LinkedIn  | Facebook  | Google+  |
|-----------|---|---|--|---|
| MONDAY | Firm blog post tweet | Firm blog post | Firm blog post | Firm blog post |
| | 4 industry-specific articles | | Monitor and respond to discussions | 2 industry-specific articles |
| | Monitor and respond to discussions | | | Monitor and respond to discussions |
| TUESDAY | Non-firm multimedia tweet | | Firm culture post | Firm culture post |
| | 4 industry-specific articles | | Monitor and respond to discussions | 2 industry-specific articles |
| | Monitor and respond to discussions | | | Monitor and respond to discussions |
| WEDNESDAY | Firm blog post tweet | Firm blog post | Firm blog post | Firm blog post |
| | 4 industry-specific articles | | Monitor and respond to | 2 industry-specific articles |



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WHAT TO ASK OF YOUR TEAM

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What to Ask of Your Team

For each social channel, attach a staff member's name:

- › Accountability: If people see their names associated with something, they're more likely to actually do it!
- › Provide day-to-day activities
- › Don't make your team guess

Double commitment:

- › The amount of unique content your firm is producing will play a large role in how often you share

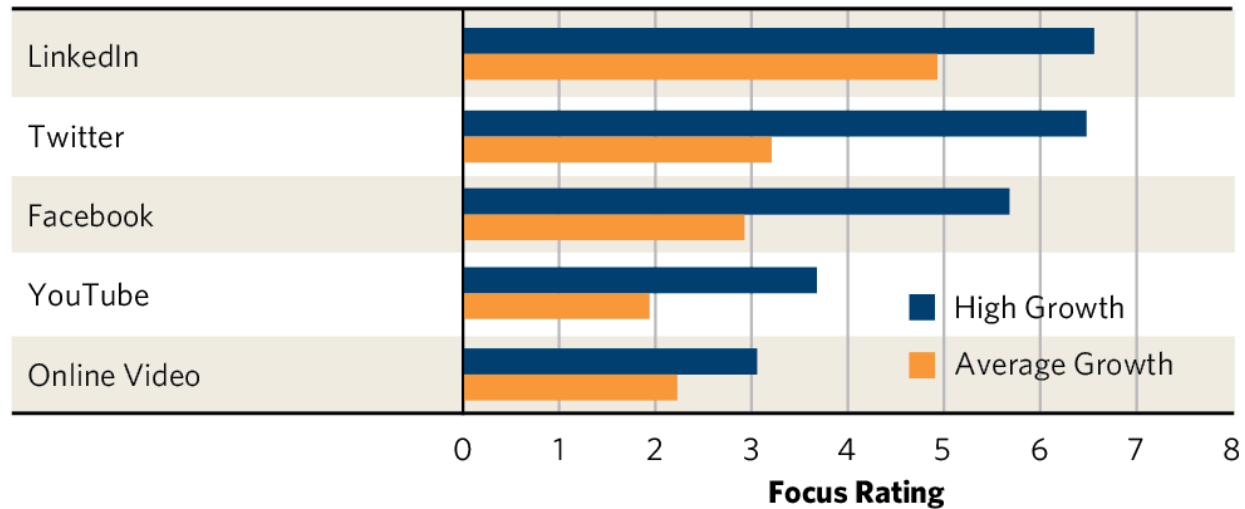
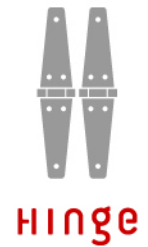


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GROWTH & PROFITABILITY

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Focus on Social Media: High Growth vs Average Growth



Online Lead Generation

- › Online marketing (including social) means more leads generated online
 - › The more online leads, the higher the profitability
 - › Firms generating 60% or more leads online are likely to be 2X as profitable as firms generating less than 20% of leads online



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Complimentary Social Media Review

✓ For webinar registrants only!

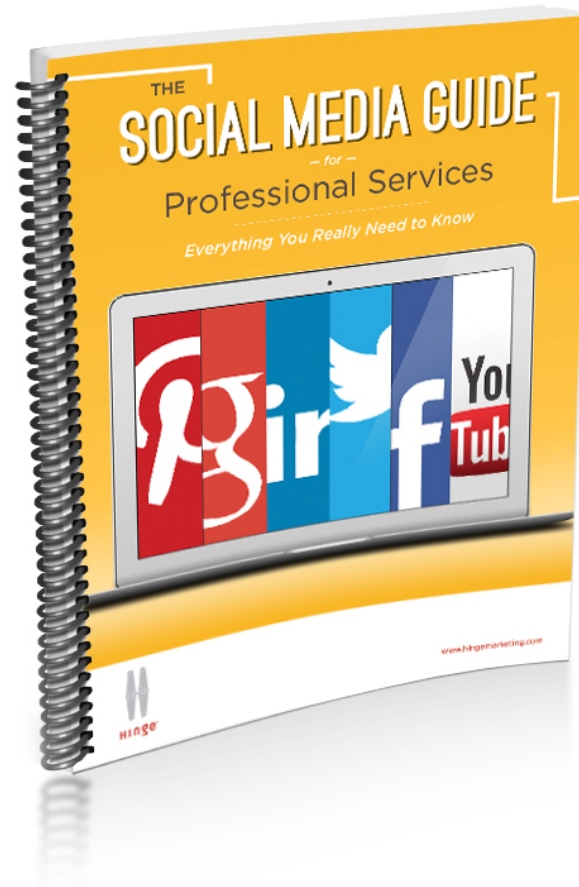
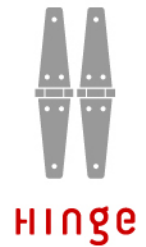


We'll discuss:

- › Recommendations for your top social media profiles
- › Industry benchmarks and comparisons to competitors' social media efforts
- › Content recommendations and social execution strategy

Simply respond to the webinar follow-up email.

New Guide: The Social Media Guide for Professional Services



Free Resources



“The LinkedIn Guide for Professional Services Executives”



New Book: “Professional Services Marketing”



“Online Marketing for Professional Services” Book



“Spiraling Up” Book

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





Thank you! Questions?

Sylvia Montgomery
Senior Partner, Hinge Marketing
smontgomery@hingemarketing.com

Andrew Bates (@)
Director of Online Marketing,
Hinge Marketing
abates@hingemarketing.com

Connect on Twitter:
@HingeMarketing
@BrandStrong
@AndrewBates

Connect with Hinge

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