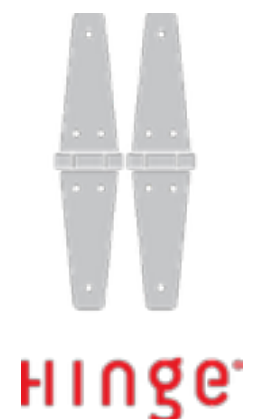




The Data-Driven Brand

Presented by: Lee Frederiksen, Ph.D.



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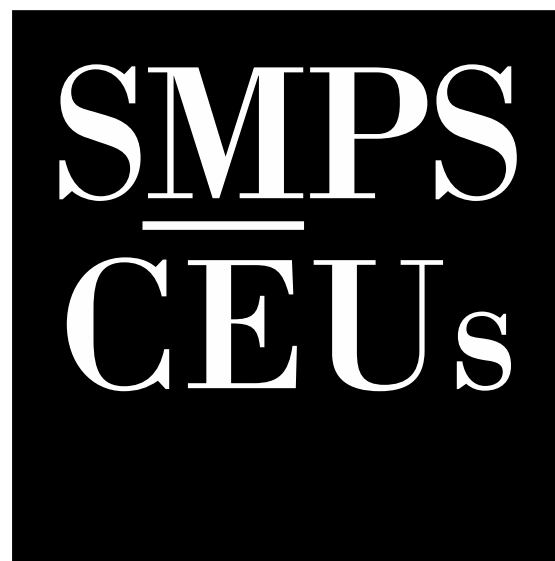
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Today's Presenter



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[in/leefrederiksen](https://www.linkedin.com/in/leefrederiksen)

Connect on Twitter: [@HingeMarketing](https://twitter.com/HingeMarketing)



Background on Research Studies



8

Years

15

Studies

7500+

Firms

What We'll Cover

- ① **What is a Professional Services Brand?**
- ② **The Role of Brand Research**
- ③ **Which Brand Metrics Should You Monitor?**
- ④ **Marketing Techniques to Drive Brand Growth**
- ⑤ **Implementation and Results**

What is a Professional Services Brand?

Your brand is the totality of how your audience sees, experiences, and talks about your firm.

Common Misconceptions

- Your brand is not your firm's name.
- Your brand is not your logo or tagline.
- Your brand is not your website or marketing collateral.
- Your brand is not your mission statement.
- Your brand is not your advertising.

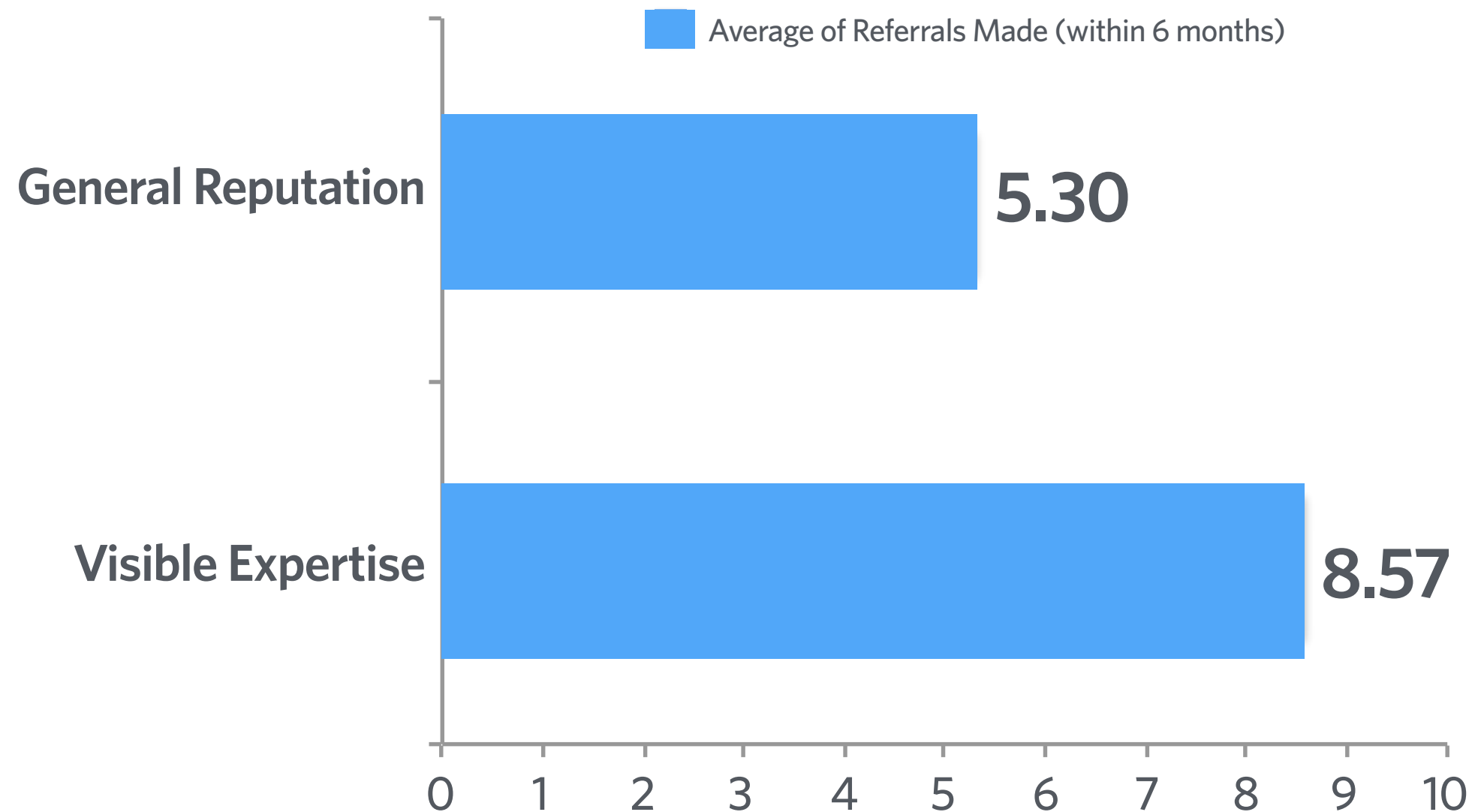


Brand =

Reputation x Visibility

within the target client and influencer audience

Which factors of your reputation generate more referrals?



What Does Brand Success Look Like?

- A high frequency of client and non-client referrals
- A high level of self-initiated contacts from potential clients
- A high closing percentage
- Faster closings
- Fewer competitive bid situations
- Premium fees
- Ease in recruiting new talent

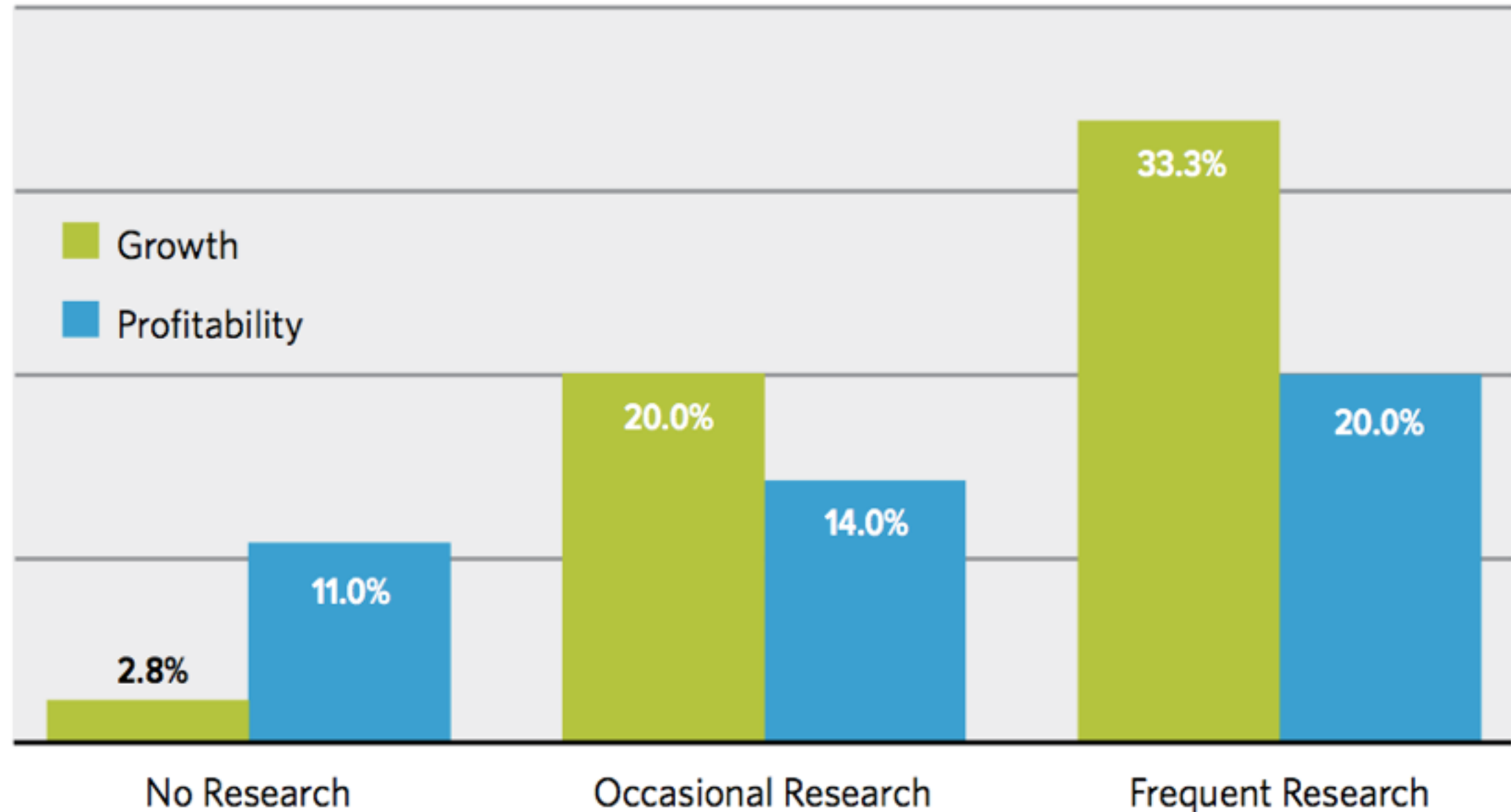
Strong brands drive new business.

What Drives Brand Success?

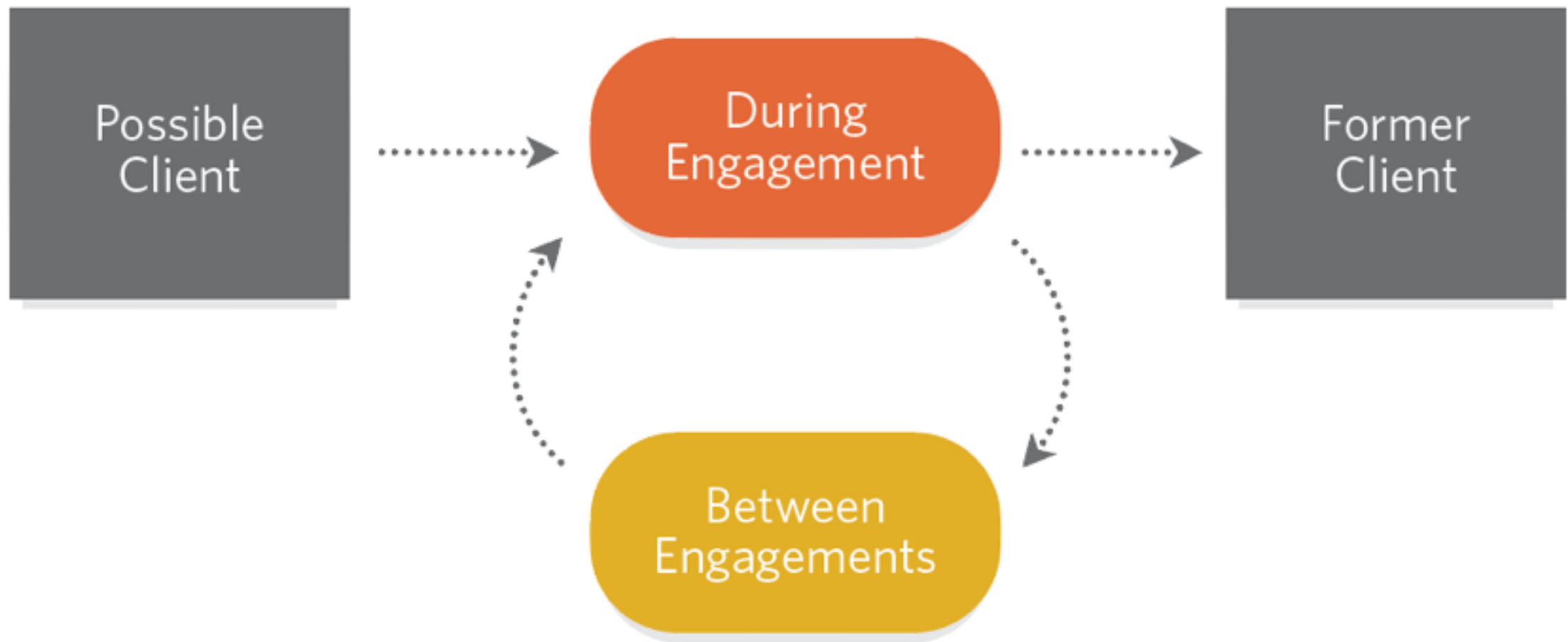
- A well-defined target audience
- Relevance to the success of the target audience
- An excellent reputation for expertise
- High visibility
- A premium position

The Role of Research

Research is the Foundation of a Data-Driven Brand



Mapping the Client Experience



Sample Brand Research Topics

- Do you know of the firm?
- What do you know about them?
- Would you consider them?
- How do they compare to other alternatives?
- What are the benefits of working with them?
- How likely are you to be using them in 2-3 years?
- Would you recommend them?

When Does Brand Research Make Sense?

- You need to compete at a higher level or in a new market.
- Your brand no longer reflects who you are.
- Your firm is spun off from an existing brand.
- You have a legal reason compelling you to change.
- You need to simplify and focus your message.
- You have a new marketing team.
- You are launching a new service line, practice or firm.

How Should Brand Research Be Conducted?

**Structured
Interviews**

**Online
Surveys**



Key Considerations

How often? 1-3 years

How much? \$20-60k

Who? External

Must-haves Industry benchmarks and actionable advice

Which Brand Metrics Should You Monitor?

Domains to Sample

- Visibility
- Expertise
- Impact

Selecting a Metric

- Continuously available
- Low component of judgment (objective)
- Accepted as relevant
- Easy to monitor

Key Considerations

Frequency	Weekly, monthly, quarterly
Display	Graphic
Comparisons	Month to month, quarter to quarter, year over year
Adjustments	One variable at a time if possible
Testing	Always consider A/B tests

A/B Testing

Original



Variation



16.7% increase in conversion rate

Visibility Metrics

- **Website traffic**

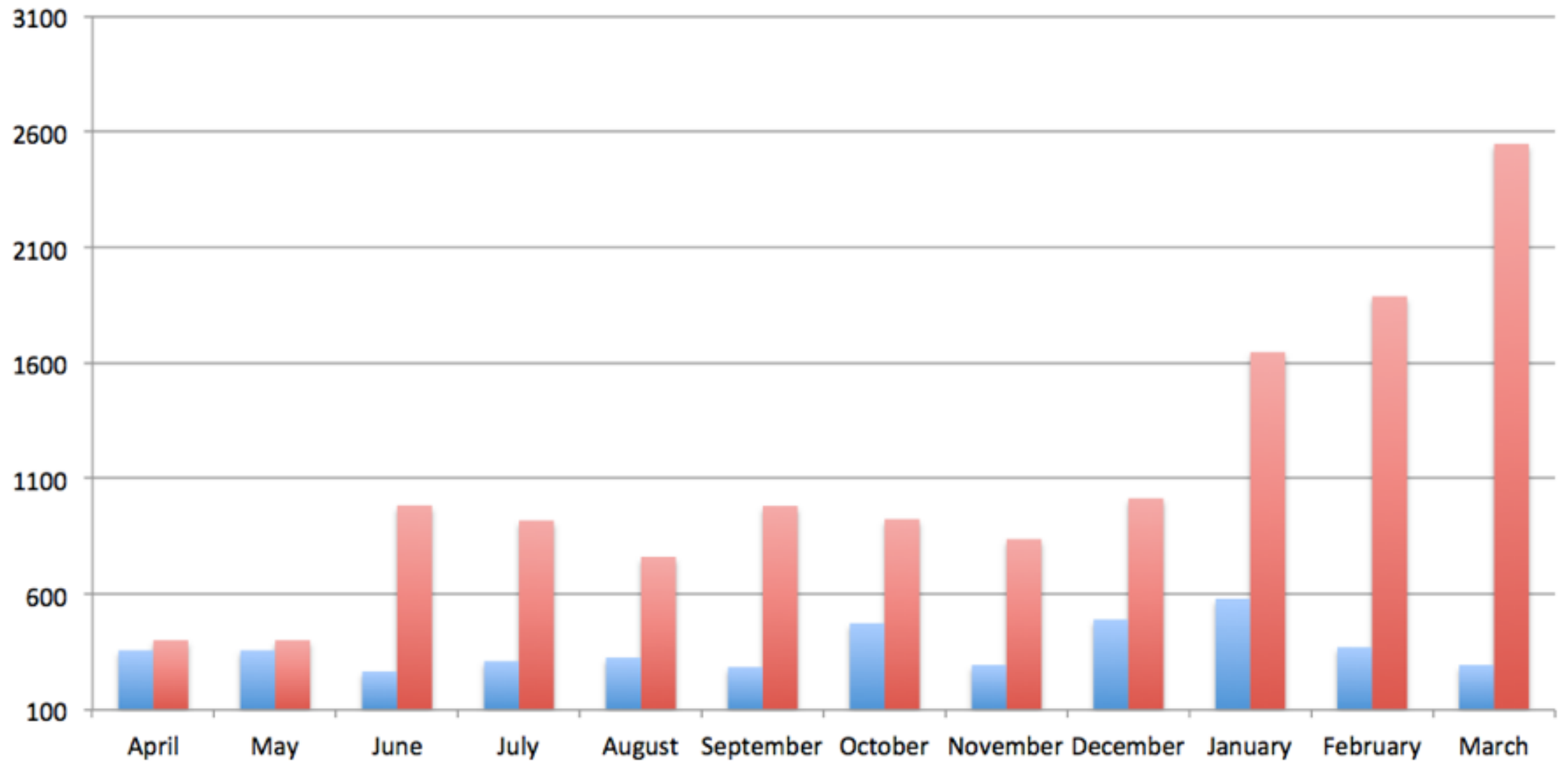
- Direct
- Organic search
- Referral
- Social media

- **Social media followers**

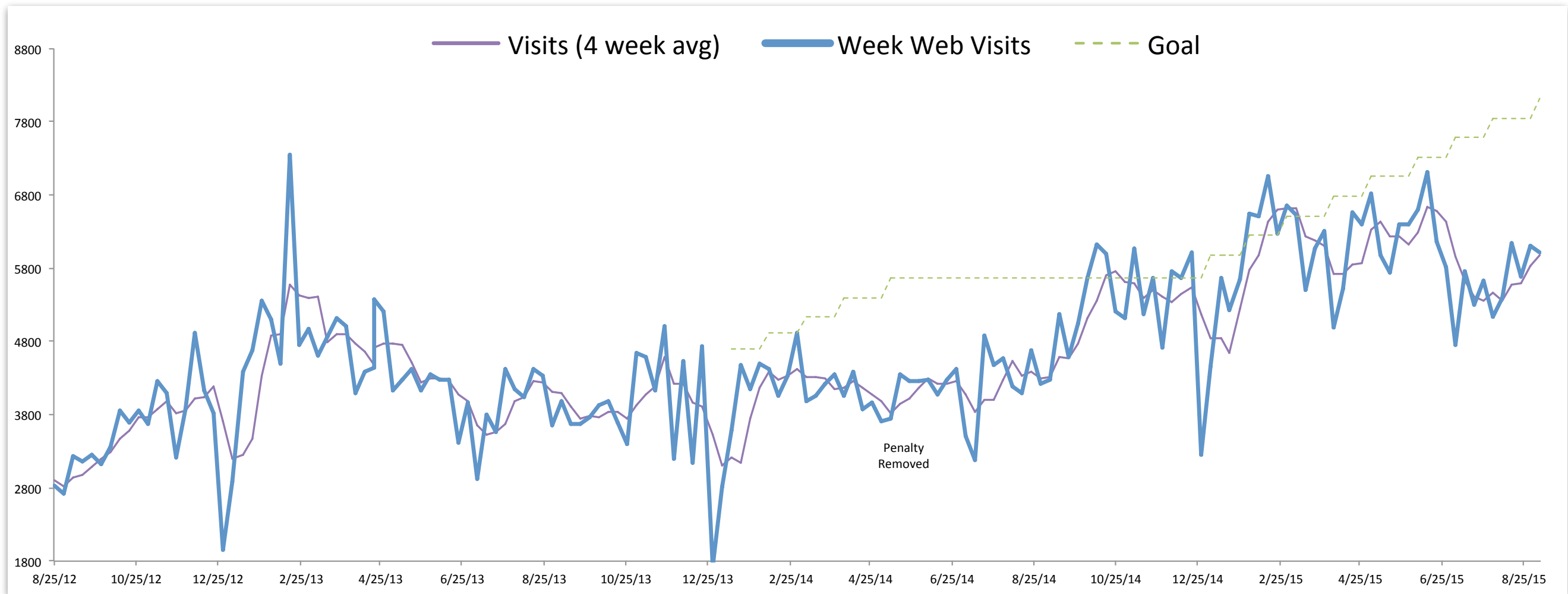
- By platform

- **Email list size (mailable names)**

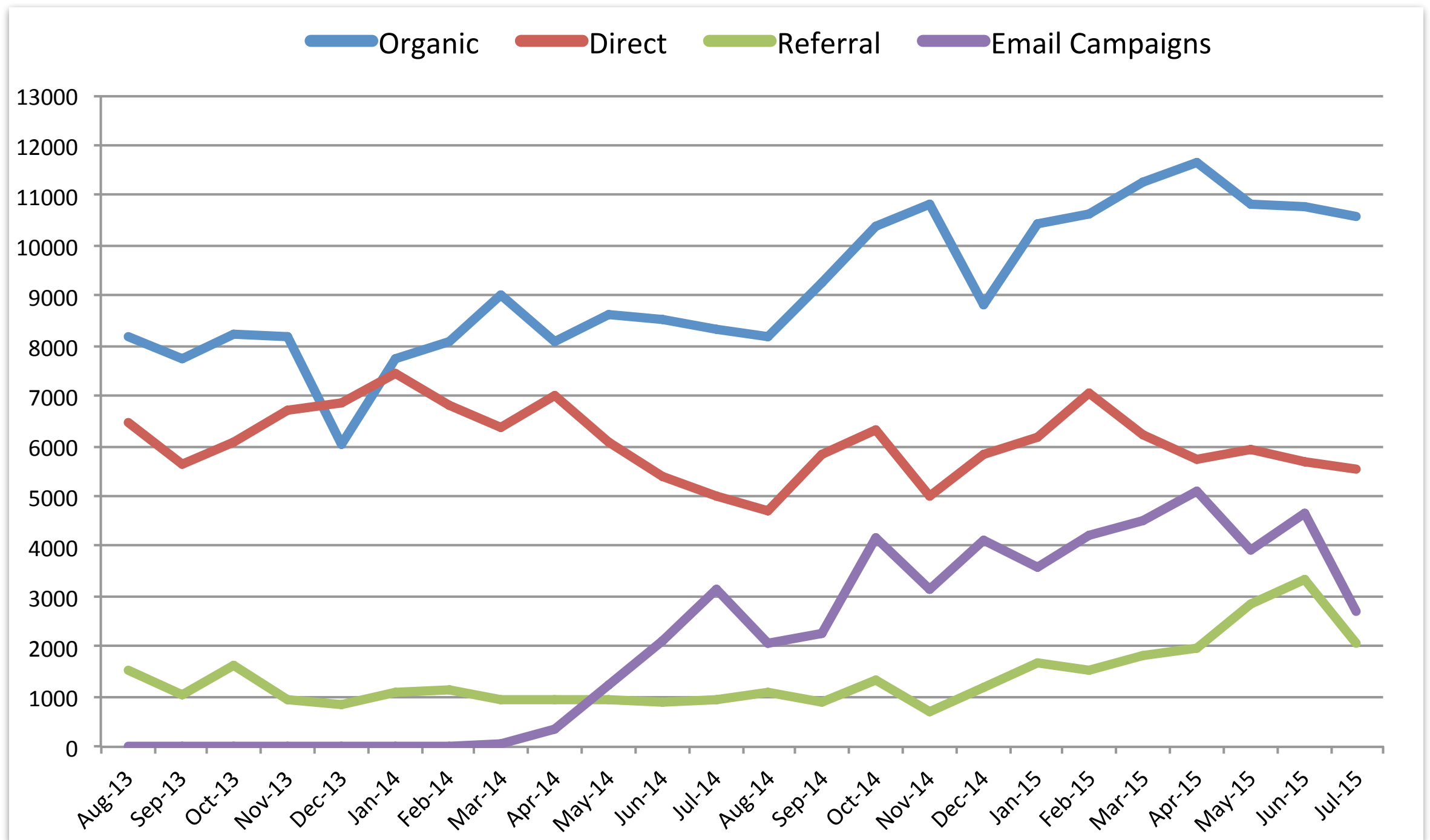
Monthly Web Traffic



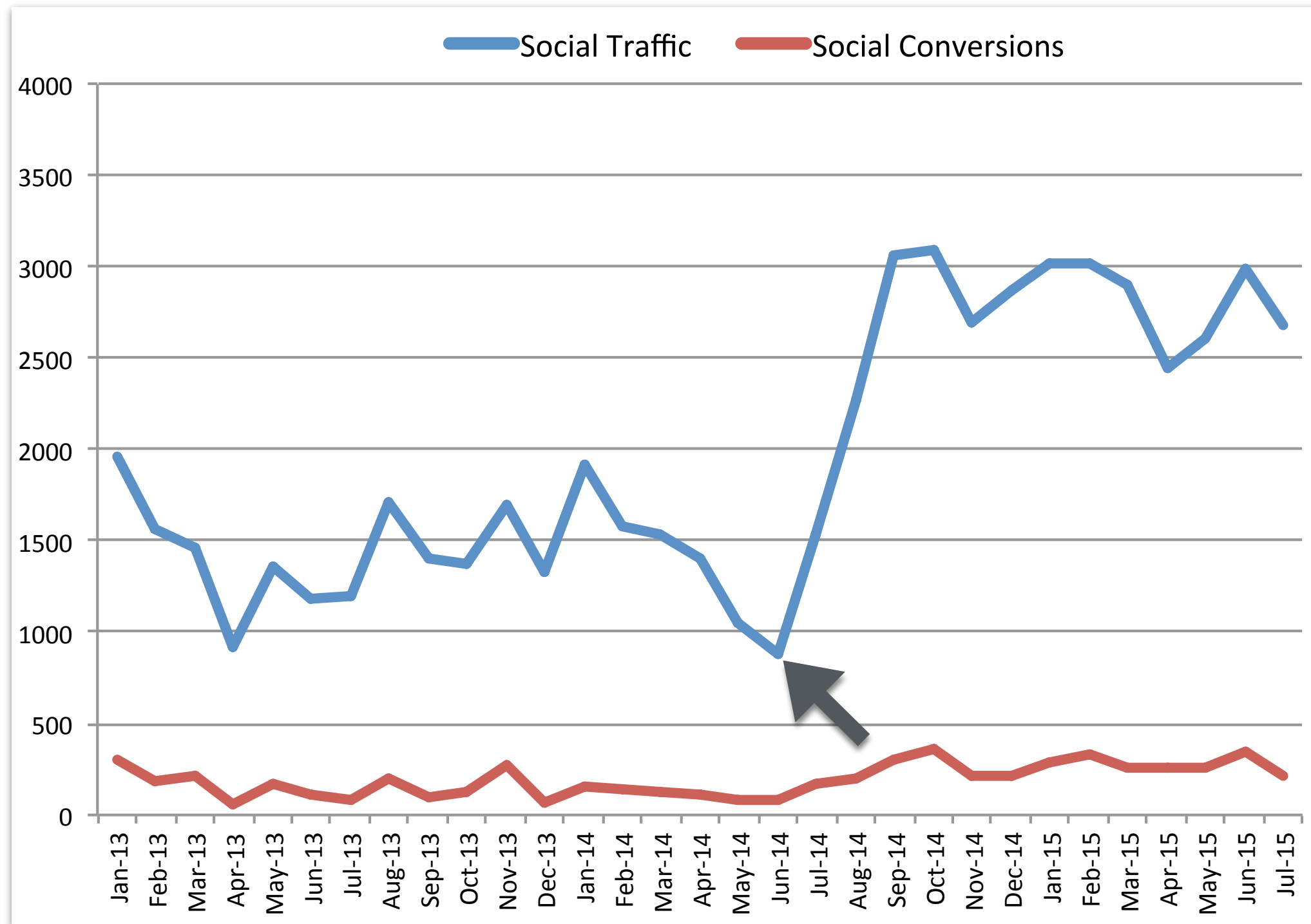
Average Web Traffic By Week



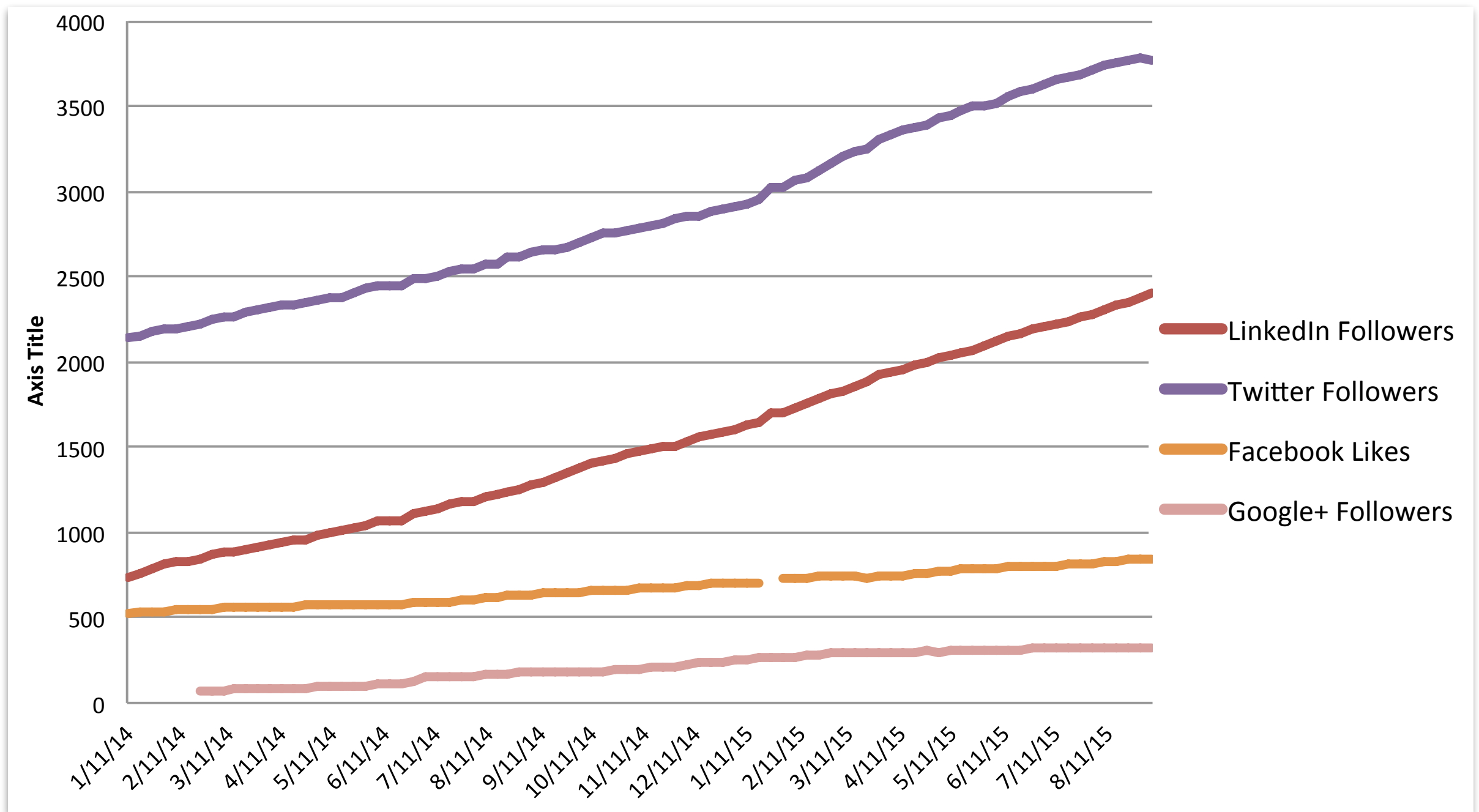
Traffic by Source



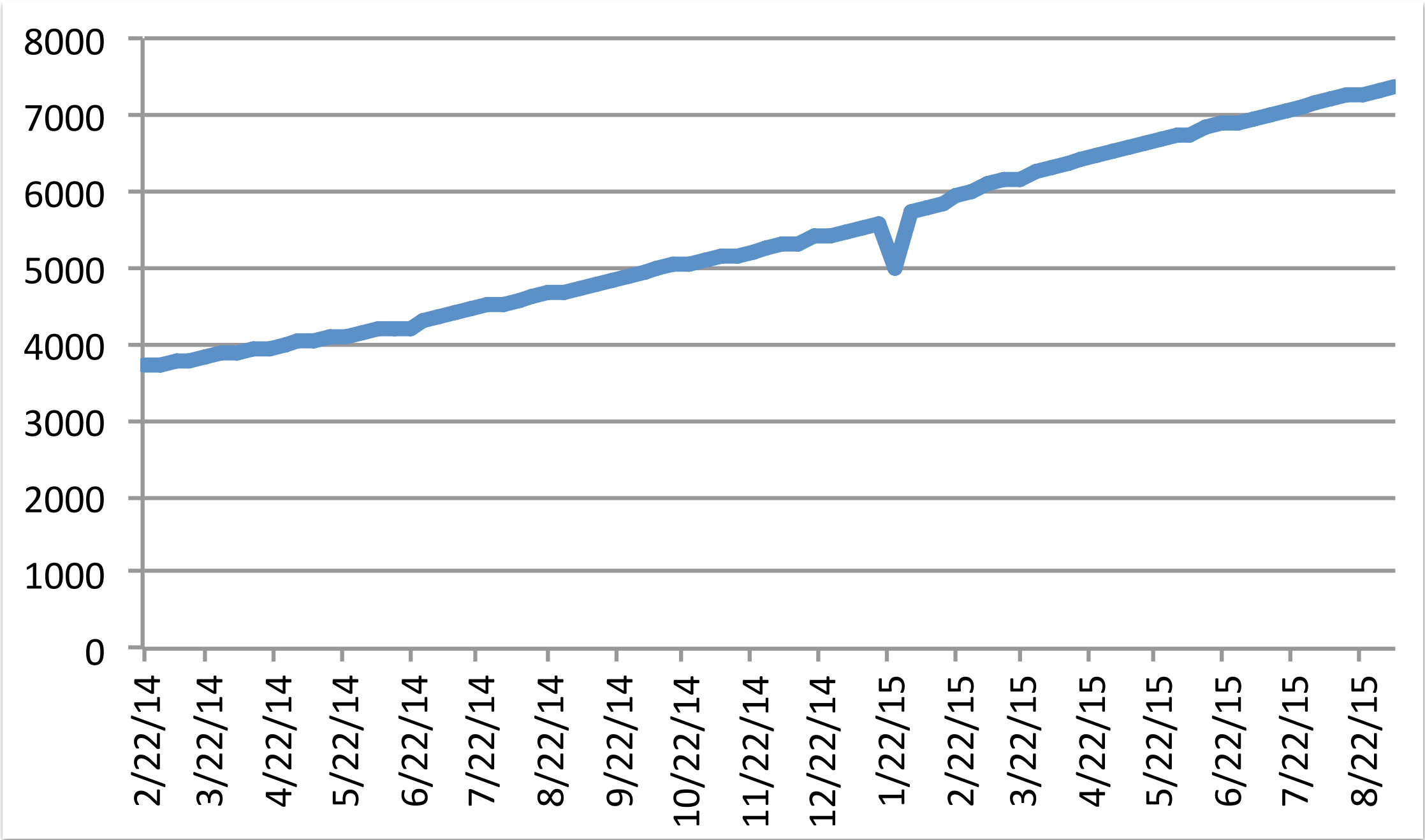
Social Traffic and Conversions by Month



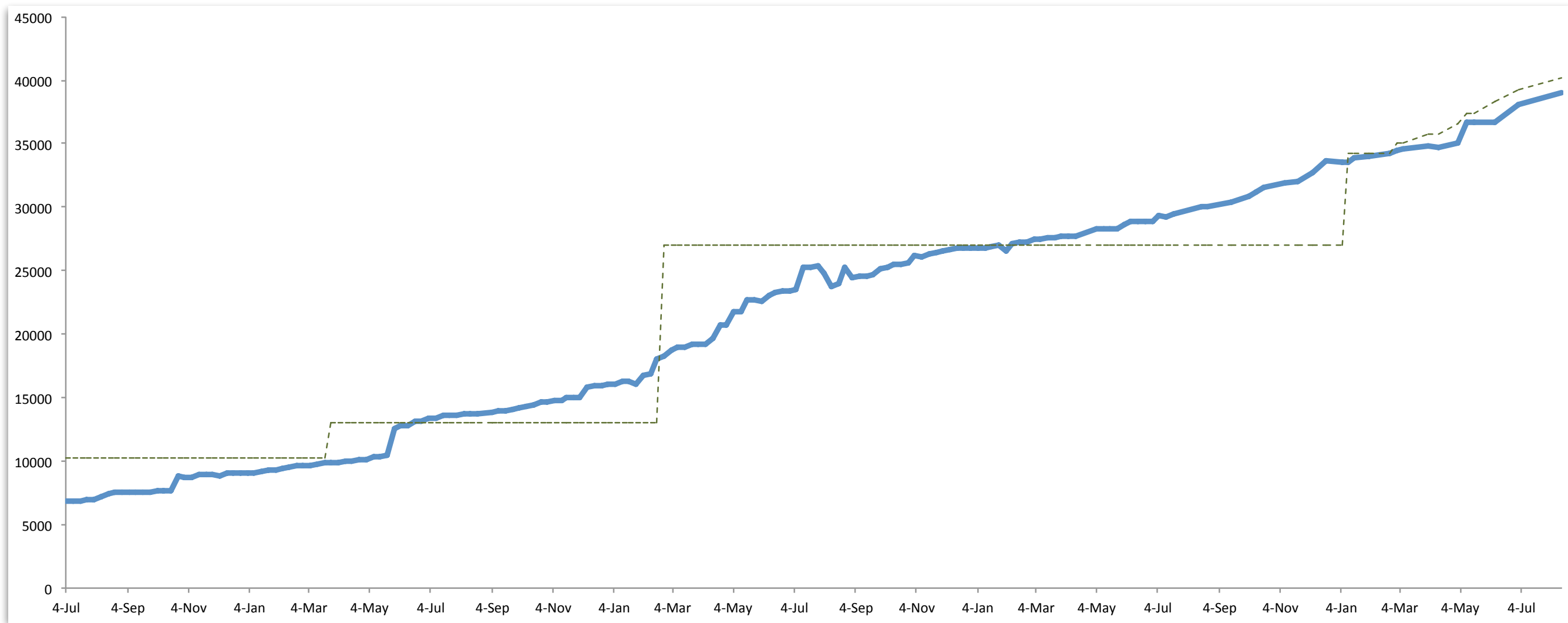
Social Media Followers by Platform



Total Social Media Followers



Email List Size



Expertise Metrics

- **Content**

- Premium content downloads
- Blog traffic

- **PR**

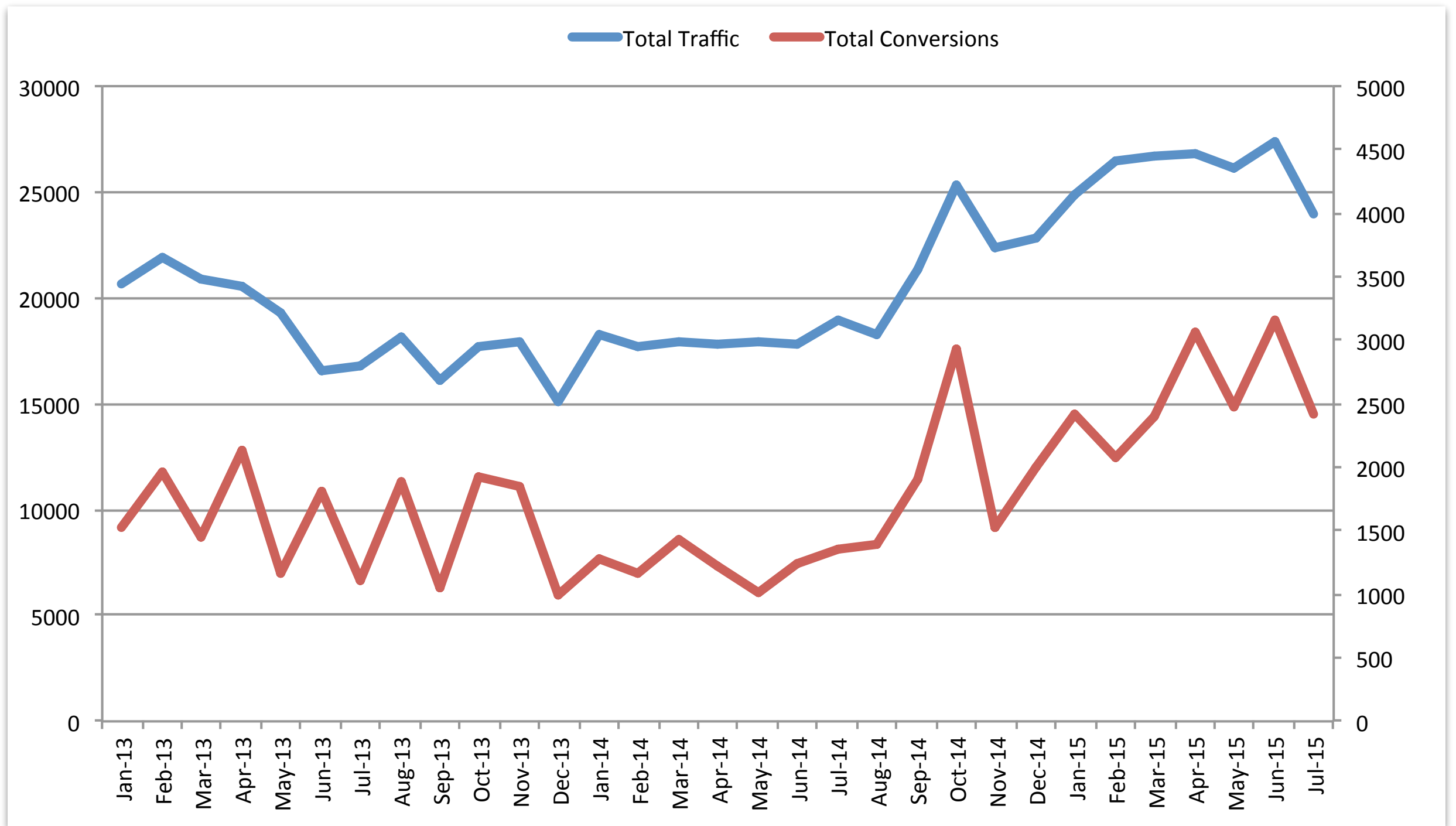
- Guest posts/articles
- Earned media coverage

- **Online endorsements**

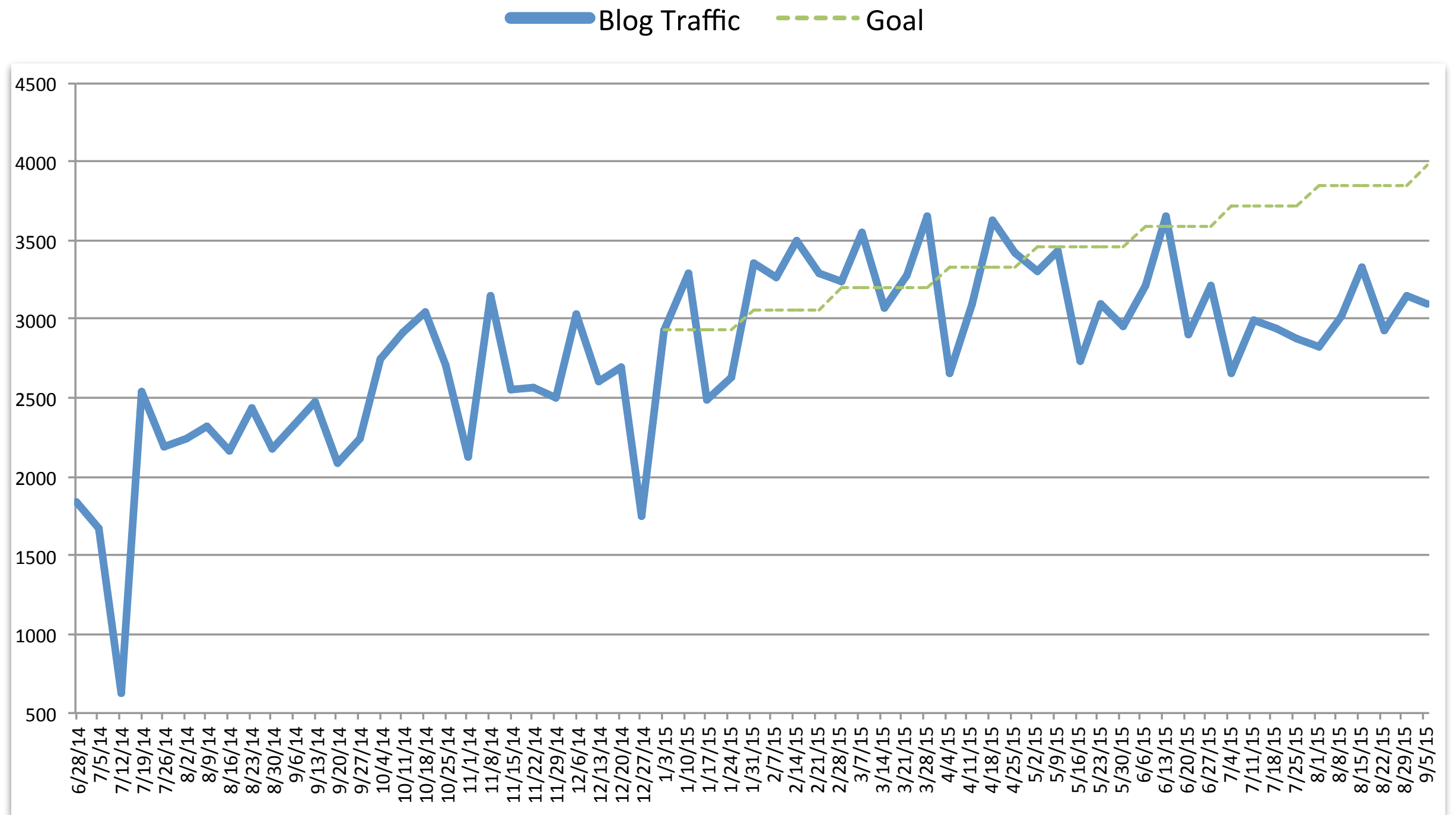
- Social shares
- Inbound links (organic)

- **Speaking engagements**

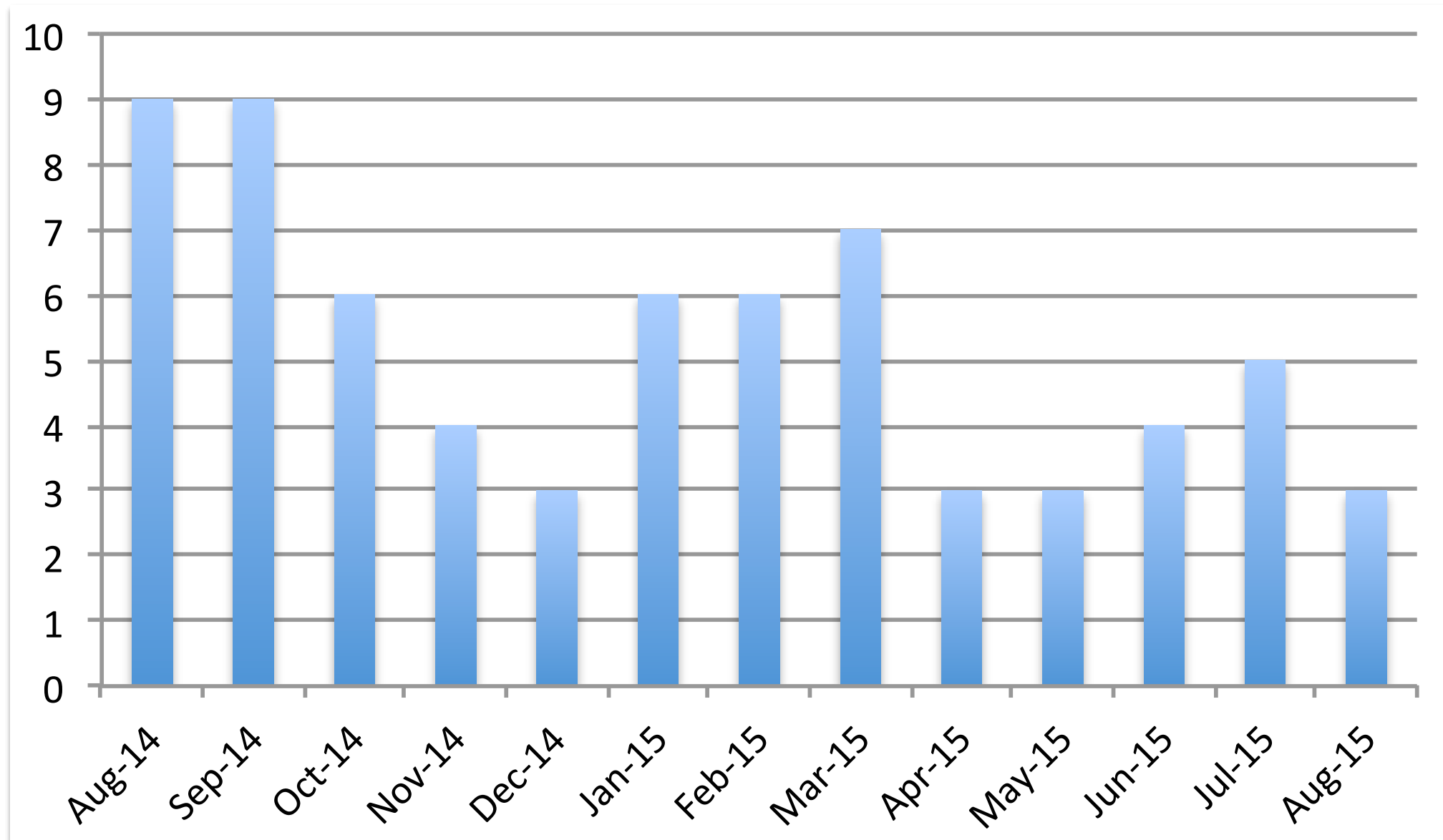
Total Traffic and Conversions



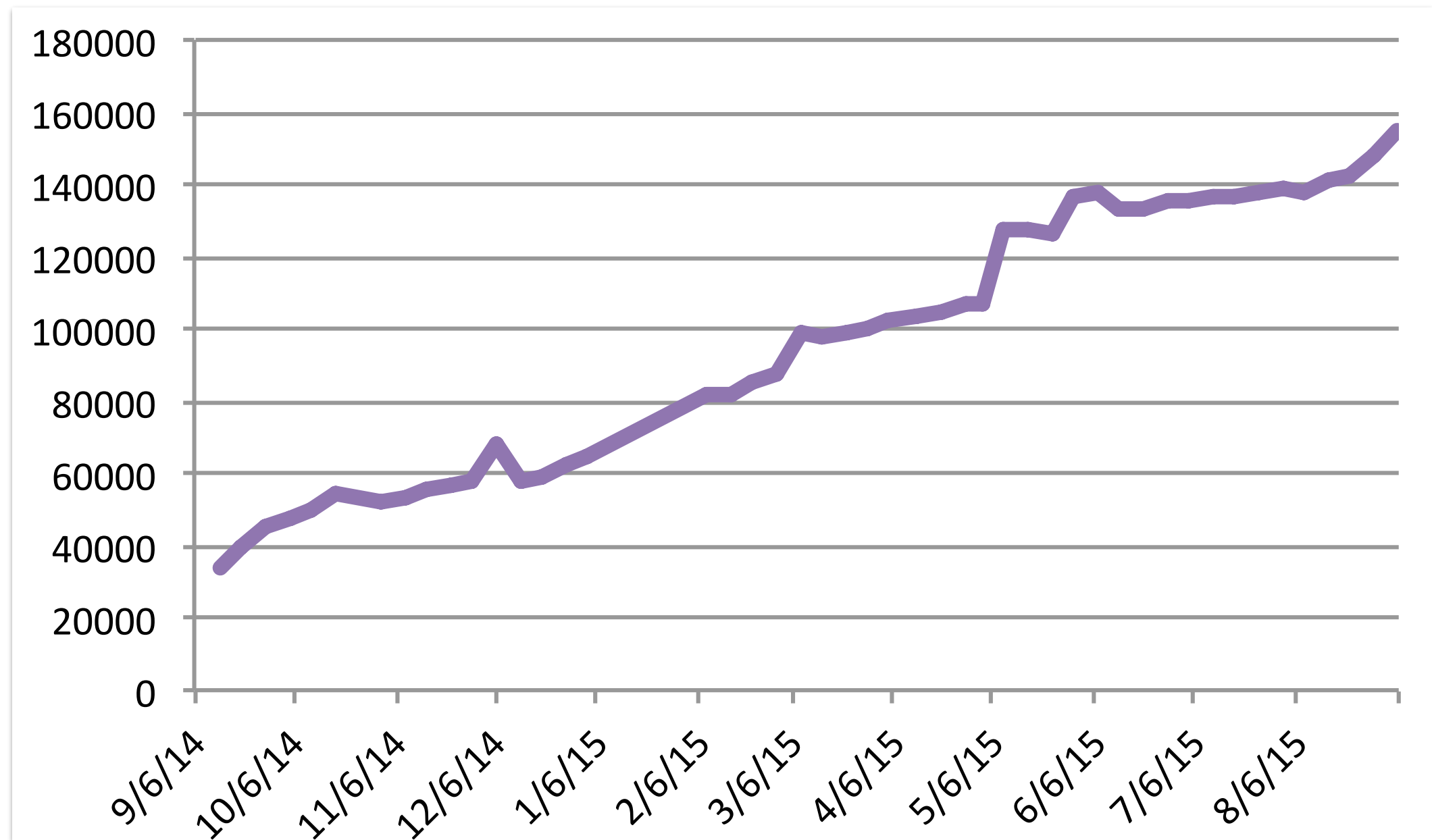
Blog Traffic



Guest Posts/Articles Published



Inbound Links - Total



Impact Metrics

- **Inbound leads**

- Form fills
- Phone/email

- **Opportunities (CRM)**

- **Proposals**

- Number
- Cumulative value \$

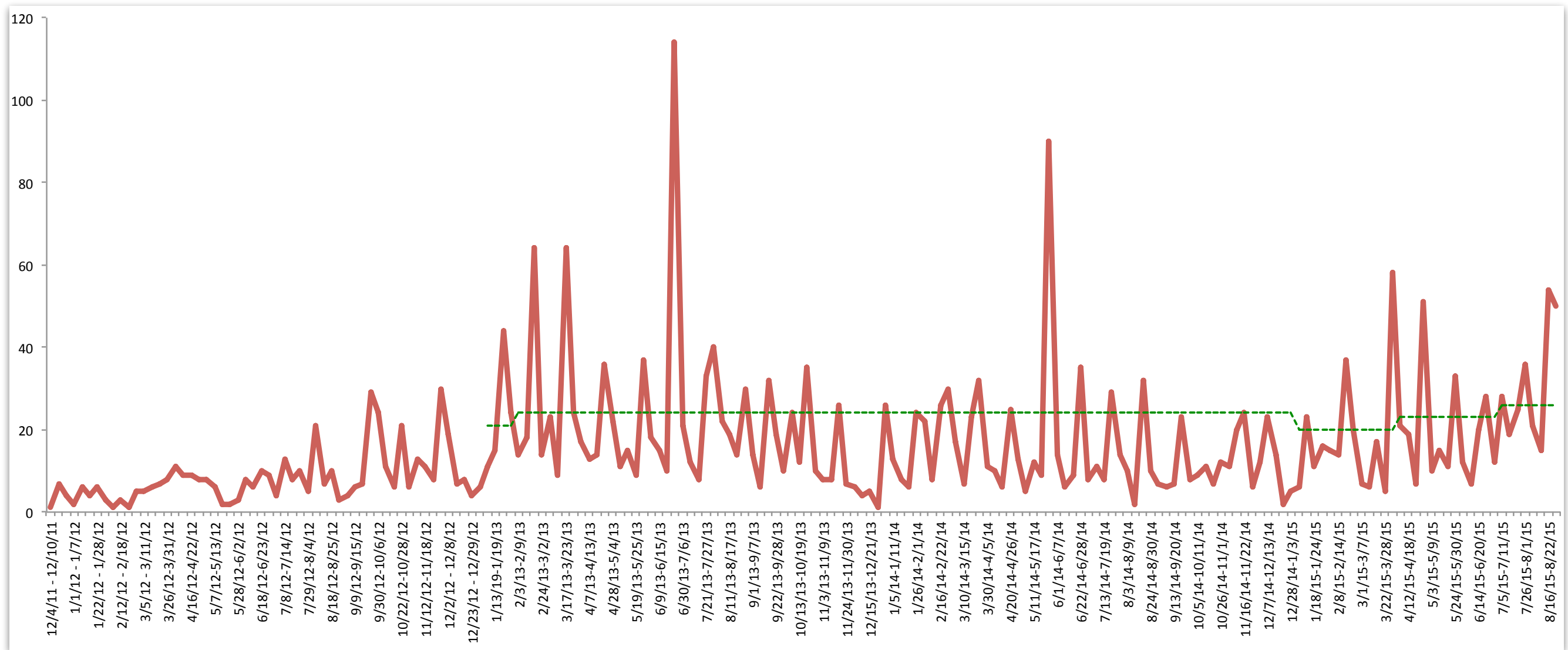
- **Wins**

- New clients
- Existing clients
- Number
- Cumulative value \$

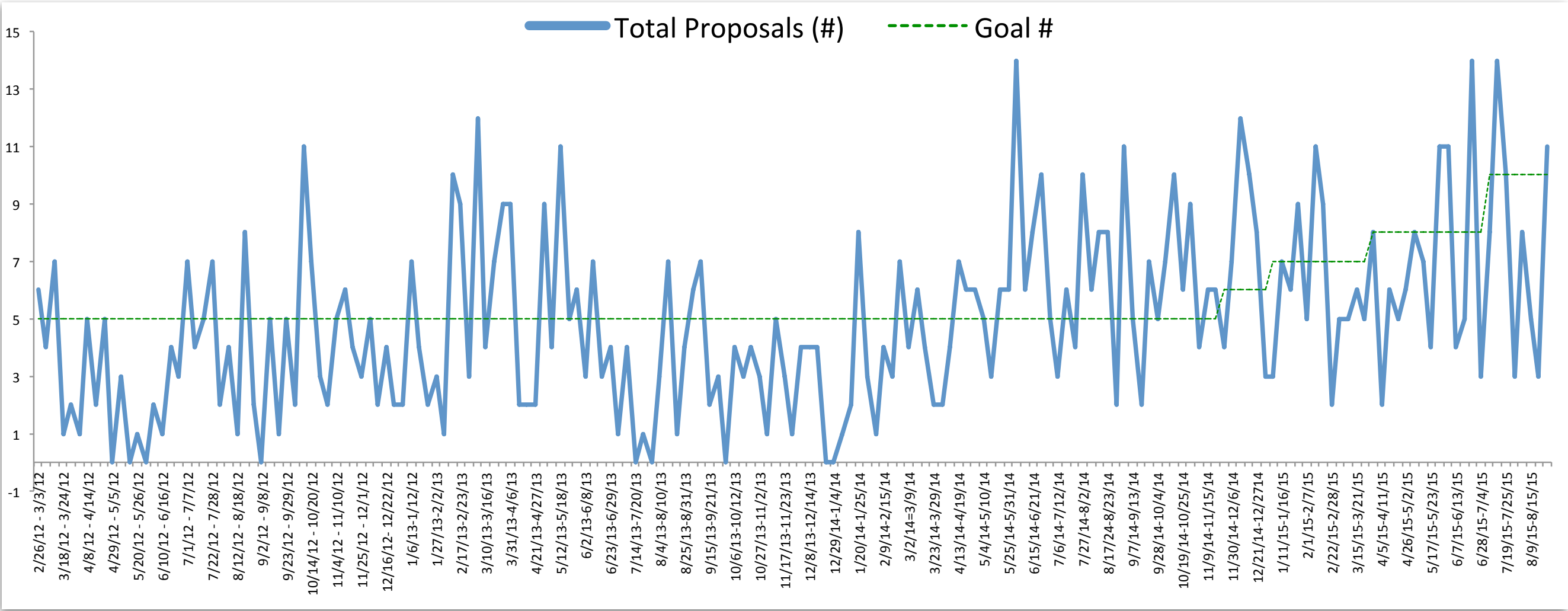
- **Firm growth**

- **Firm profitability**

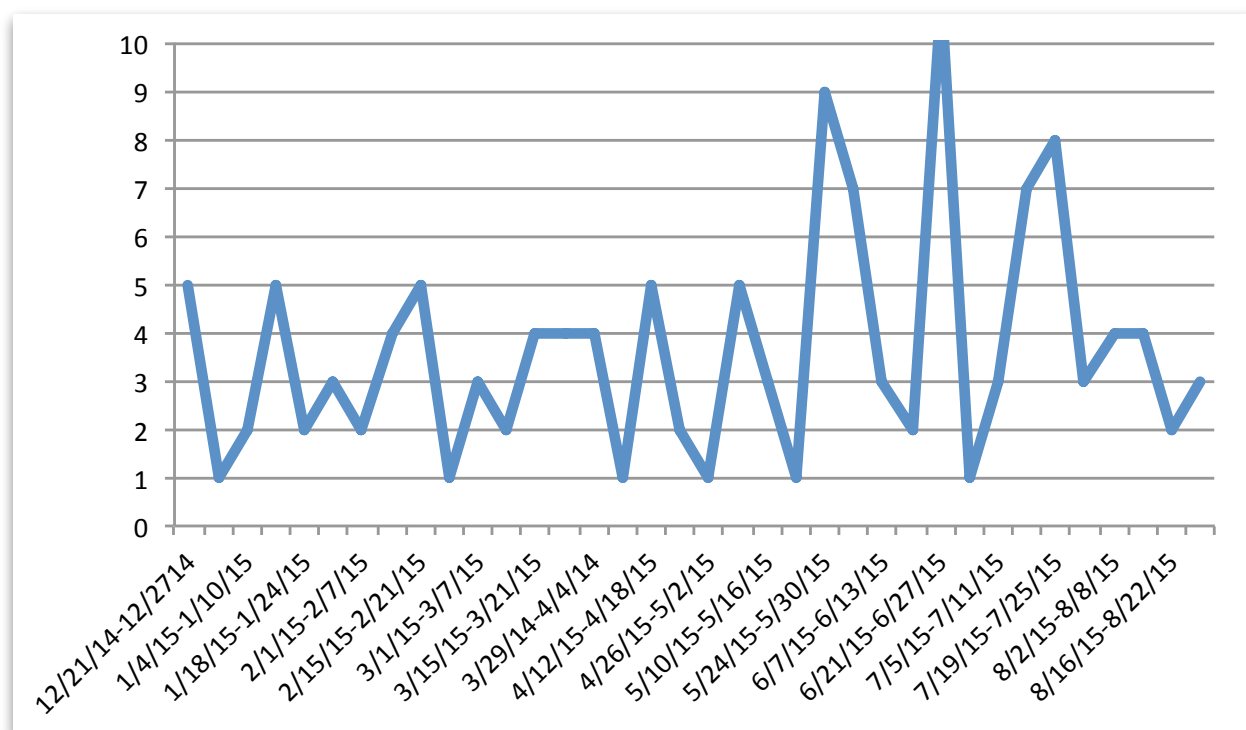
Leads



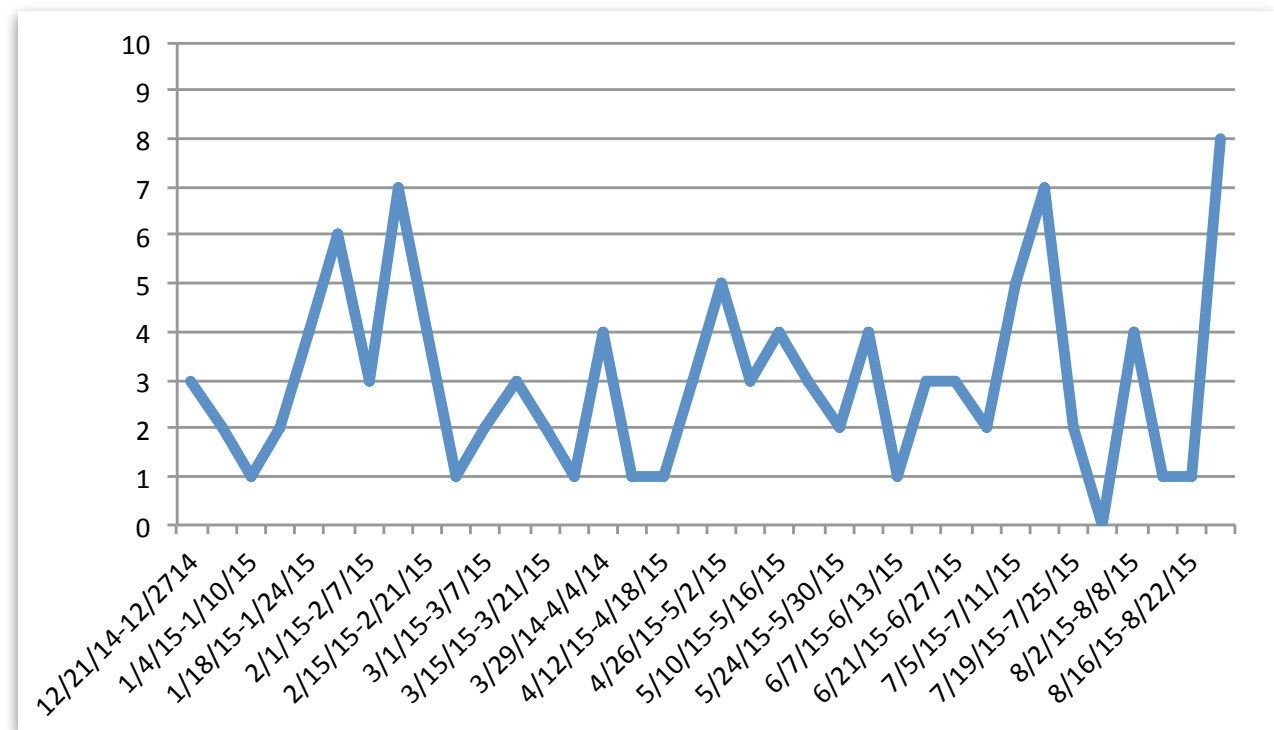
Total Number of Proposals



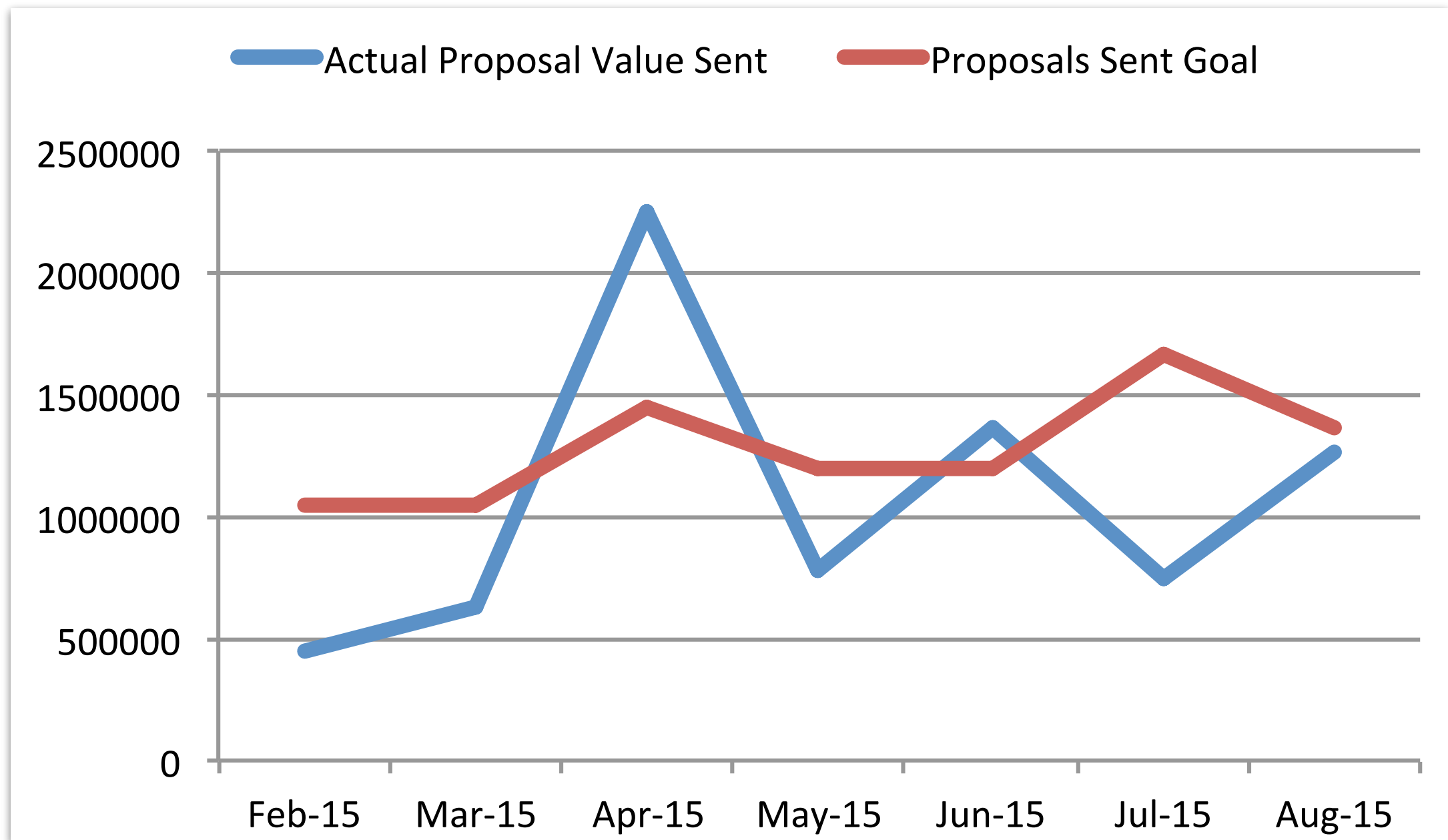
New Client Proposals



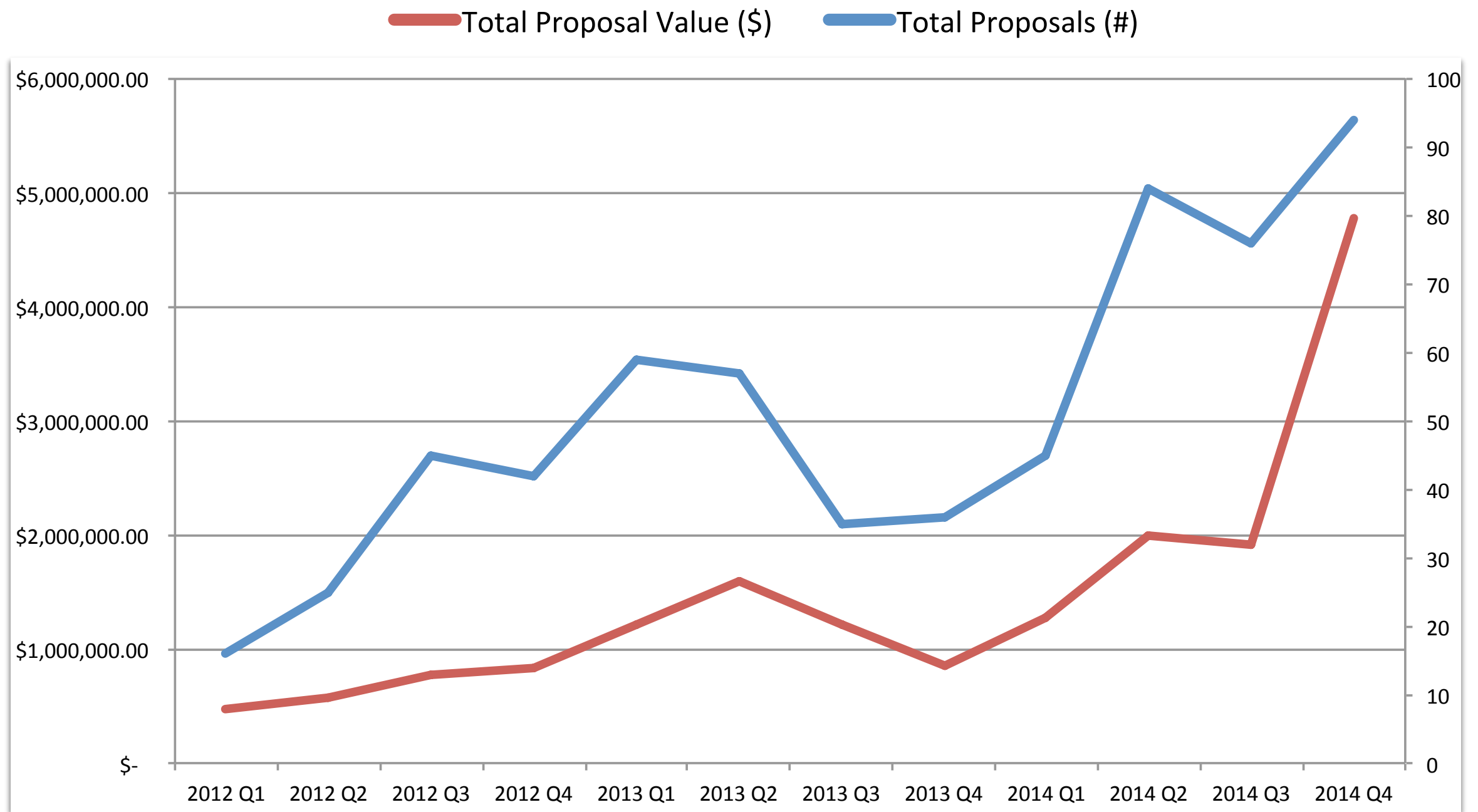
Existing Proposals



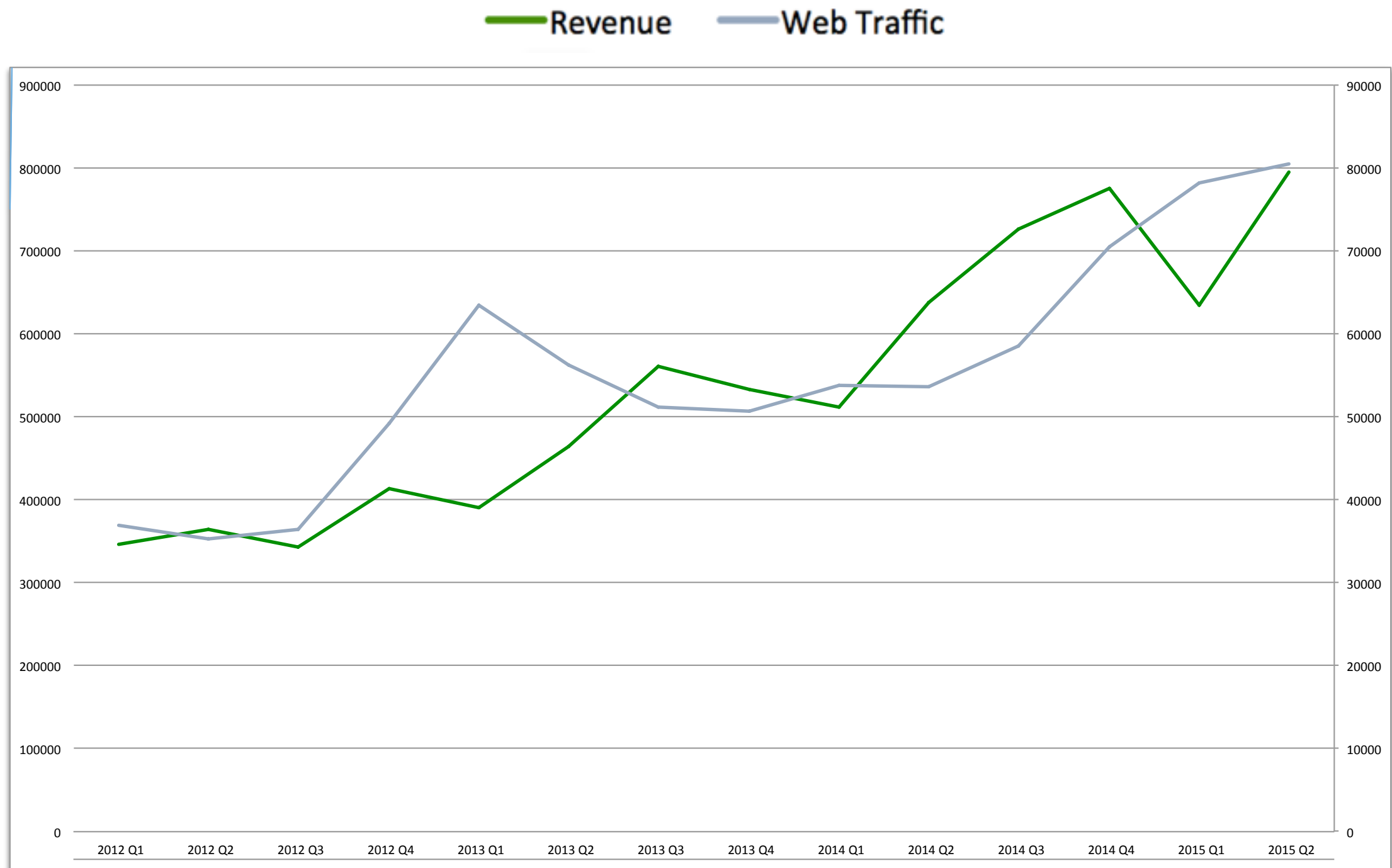
Proposal Value



Proposals by Quarter

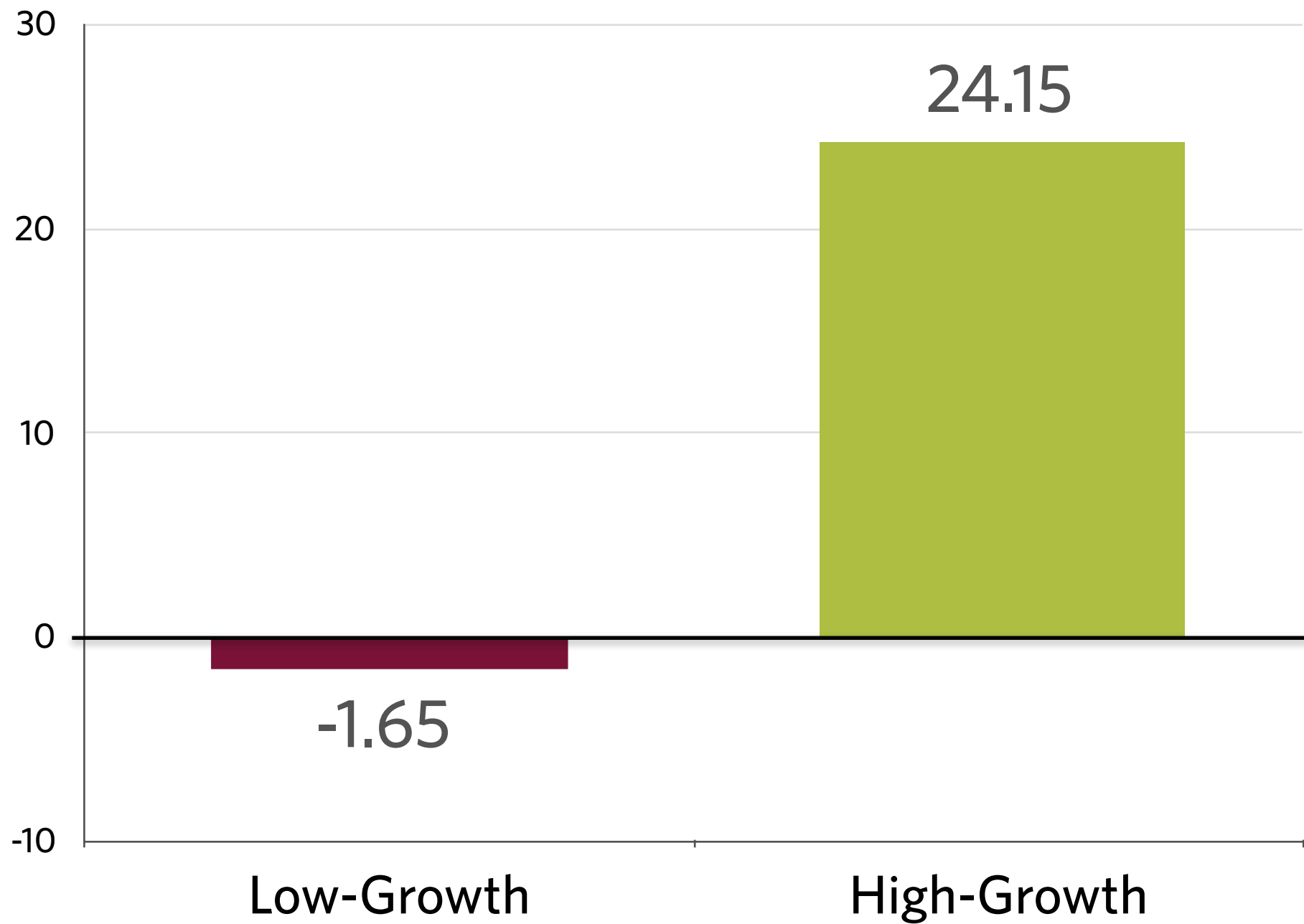


Quarterly Revenue vs. Web Traffic



Marketing Techniques to Drive Brand Growth

Annual Growth Rate



Annual Revenue Growth

-\$114,096

Low-Growth

\$1,279,556

High-Growth

Low-Growth Budget

- Sponsorships
- Advertising
- Memberships & Dues
- Internal Events & Parties

High-Growth Budget

- Website & SEO
- Networking and Conferences
- Outside Consultants
- Internal Education
- Marketing Automation

Implementation and Results

Phase 1. The Strategy



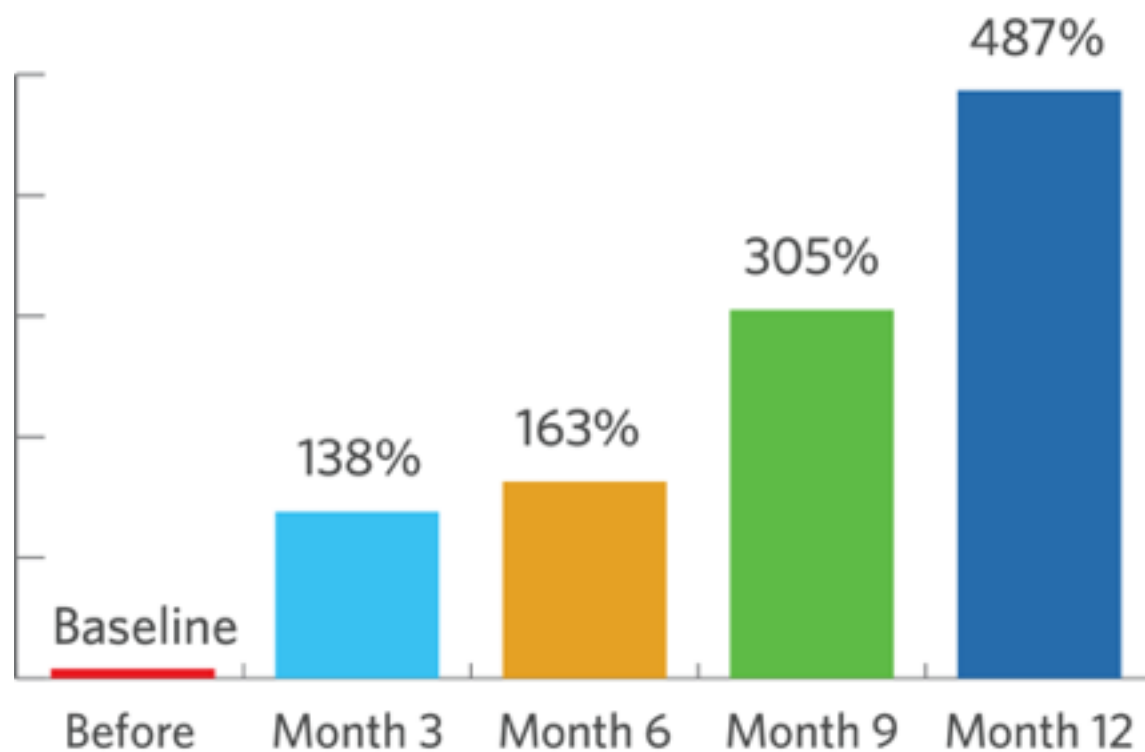
Phase 3. The Rollout



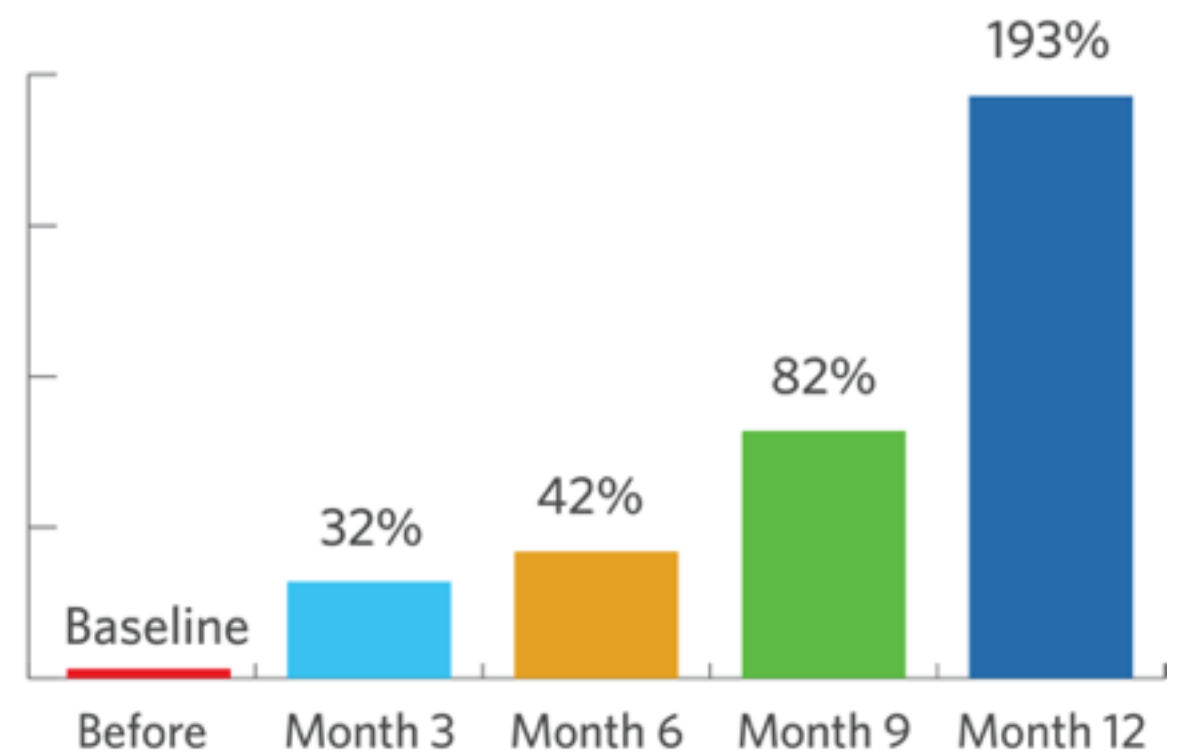
Phase 2. The Build

Results

Average increase in online leads



Average client web traffic growth



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Learn how to market your firm the high-growth way.

- 8-workshop video series
- 75 minutes each
- Interactive worksheet
- Step-by-step How-To documents

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Free Brand Building Review

We'll help you figure out:

- The health of your current brand
- Opportunities for growth
- How to move forward

Respond to our **follow-up email** or call us at **703.391.8870**.

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Workshop Series**

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Free Brand

Building Review

**Respond to
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