

–TOP

10

Benefits of Social Media Marketing for Professional Services

By: Elizabeth Harr and Sylvia Montgomery

Chat Live on Twitter!

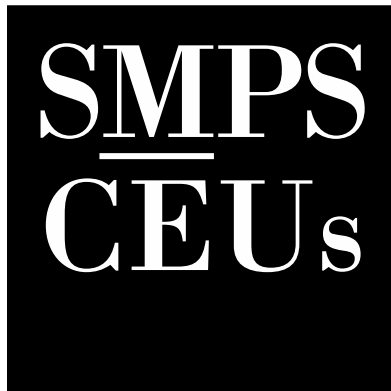
- Today's Hashtag:



#HingeGetsSocial

SMPS CEUs

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



Steps:

1. Register to attend our no-cost webinars
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3. Email: ceu@hingemarketing.com - Subject Line: SMPS CEUs webinar credit
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Today's Presenters



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Agenda

- Research Background
- 10 Benefits of Social Media Marketing
- What Not To Do on Social Media
- Wrap-Up and Questions



Social Media Provides Big Business Opportunities

- Facebook monthly active users: **1.39 Billion**
- Google+ monthly active users: **540 Million**
 - The growth rate of Google+ shares is about 18.5% per month
- Twitter monthly active users: **284 Million**
 - From 2013 to 2014, Twitter increased its audience by 27.7%
- LinkedIn monthly active users: **187 Million**
 - Two new users join LinkedIn every second
 - By 2020, LinkedIn will have an expected 500 million users

Research Background

Three studies:



1,000+ purchasers of
professional services

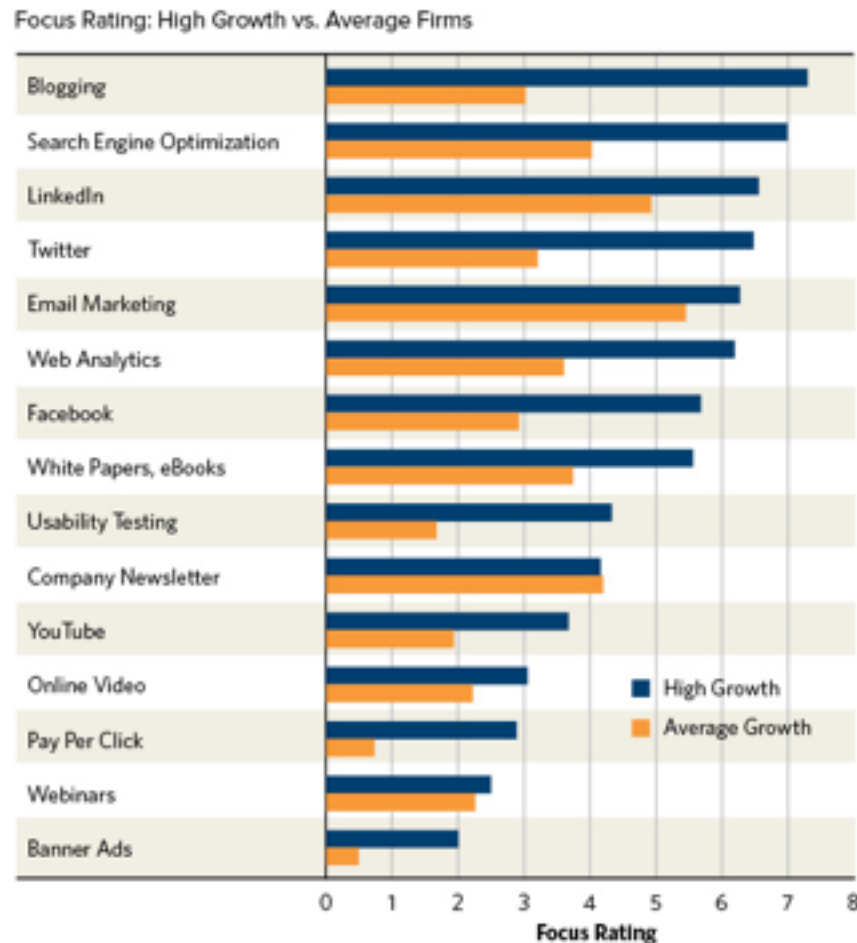


130+ Visible Experts



500+ professional services
firms

High Growth Firms Focus More on Social Media Than Average Growth Firms



Top Benefits of Social Media Marketing

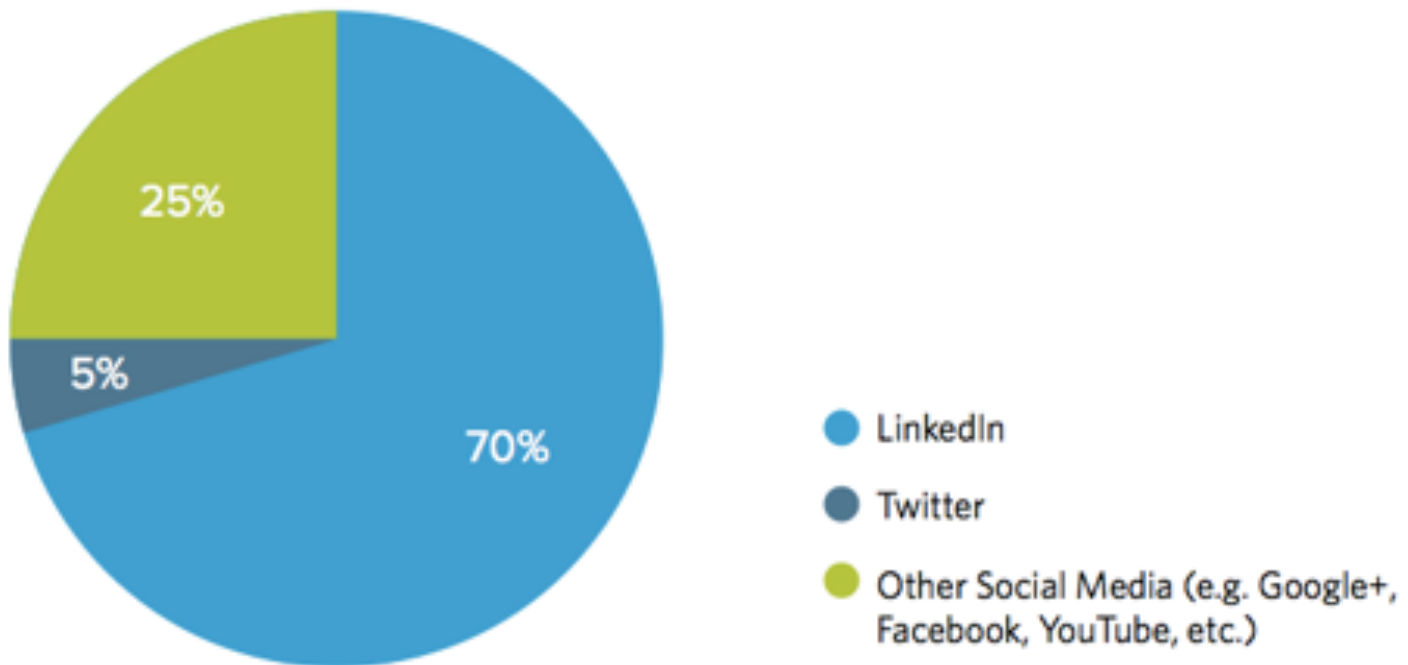


Be Where Your
Buyers Are Looking

60% OF BUYERS

*check out professional services providers
on social media before purchasing.*

And LinkedIn is Their Social Network of Choice



Will Buyers Like What They See?

- Fill out your firm's social media profiles to give a snapshot of your history, who you are, and what you do
 - Description
 - Logo
 - Services
 - Industries
 - Company type and size
 - Website
 - Locations
- Keep your social media pages active- post and engage regularly

Your Firm's LinkedIn Presence: Company Updates

- Post relevant, thought leadership content in your firm's updates that address your target audiences' problems
- When appropriate, target updates to specific audiences
- Use images and videos to capture attention
- Keep updates short and to the point
- Ask questions and reply to comments to encourage engagement

Real World Example: Bird Construction

Bird Construction This year marks the 95th year of service for Built by Bird in 1936, a 352-metre bridge built crossing the South Depression-era relief project. #throwbackthursday #tbt





Like (66) • Comment (8) • Share • 26 days ago


Shawn Lavoie, Scott Jessiman +64

Joe Weise I like the picture, I enjoy seeing historic pictures
26 days ago

Shawn Wessel, A.Sc.T, rcjl Congratulations on your commitment and endurance to the construction industry. It speaks volumes about your firm.
26 days ago

**Bird Construction**8,357 followers Follow

Home



CHALLENGING PROJECTS
BUILT BY BIRD





As a leading general contractor in Canada with offices coast to coast, Bird Construction has been providing construction services to a long list of new and repeat clients for decades. The company also provides pre-construction services and has acted as a key member on many recent public-private partnership projects. Reflecting its broad scope, Bird's clients include leading firms in the commercial, institutional, multi-tenant residential, industrial, mining, energy and civil sectors.

Today, Bird is a publicly traded corporation with employees forming a significant shareholder group. This enhances the degree to which employees at all levels commit to our clients. [see less](#)

Specialties
General Contracting, Construction Management, Design-Build, Public-Private Partnerships, Engineering, Procurement & Construction, Pre-construction, Building Information Modeling (BIM), Sustainable Design & Construction, Equity


Website http://www.bird.ca	Industry Construction	Type Public Company
Company Size 1001-5000 employees	Founded 1929	


How You're Connected





570 Employees on LinkedIn [See all](#)

Bird Construction Showcase Pages

**Bird Construction**
Construction
1001-5000 employees

**H.J. O'Connell - A...**
90 followers
[Follow](#)

**Construction Management**
80 followers
[Follow](#)

**BIM - Building...**
80 followers
[Follow](#)



Distribute Content to
a Wide Audience

How to Distribute Your Content on Social Media

- Post regularly to your firm's **company social profiles**
- Share your firm's content in targeted **LinkedIn Groups** and **Google+ Communities**
- Use relevant and trending **hashtags** on Twitter, Google+, and Facebook to be found for the topics that matter to your audience
- **Start conversations** with your audience and influencers



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Sharing in LinkedIn Groups

- Share content and start discussions in relevant groups with people interested in the issues and topics that your content addresses

Before posting in LinkedIn Groups:

- Review group rules
- Get a feel for the types of topics that are popular
- Get a feel for the types of people in the group

What should you post about:

- Discuss current trends and issues in your industry
- Offer advice, insights, and support
- Share personal experiences and best practices

Real World Example: Professional Services Executive Forum — 3,700+ members

The screenshot shows the Hinge interface for the Professional Services Executive Forum (PSEF) group. At the top, the group name "Professional Services Executive Forum" is displayed with a lock icon, indicating it is a private group. It has 3,764 members and a "Member" button. Navigation tabs include "Discussions", "Promotions", "Members", "Search", and "Manage". The main banner features a black and white photo of a busy train platform with several "PSEF" logos overlaid. Below the banner, a text input field prompts users to "Start a discussion or share something with the group...". To the right, a section titled "Top Contributors in this Group" shows four member profiles, with Adam Bager, Chairman at systems@work Limited, highlighted. Below this is a "Your group contribution level" section with a progress bar and the text "Getting Started". The main content area displays a discussion titled "How do you determine your competition?" by Patrick King, Founder & CEO of Imagine, a Top Contributor. The discussion includes a video thumbnail and text about competition. On the far left, a vertical red bar contains the "Hinge" logo. On the bottom right, there is a promotional banner for "READY TO LEAD?" featuring a woman's portrait and the text "Explore the Smith Executive MBA".

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Connect With
Prospects Online

Social Media is the Online Version of Networking

- Online networking can accomplish the same business goals as in-person networking, but without restrictions:
 - No schedule conflicts
 - No geographic barriers
 - No expensive travel arrangements
- Find where your clients and prospects are on social media and start real-time conversations with them
- LinkedIn is an ideal social network for professional networking



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81.5%

have received a referral from someone
they ***have not worked with.***

17%

of expertise-based referrals are made because the referrer has *interacted with the firm on social media.*

51.9%

of potential clients have ***ruled out*** a firm
before speaking with them.

Poor marketing and branding

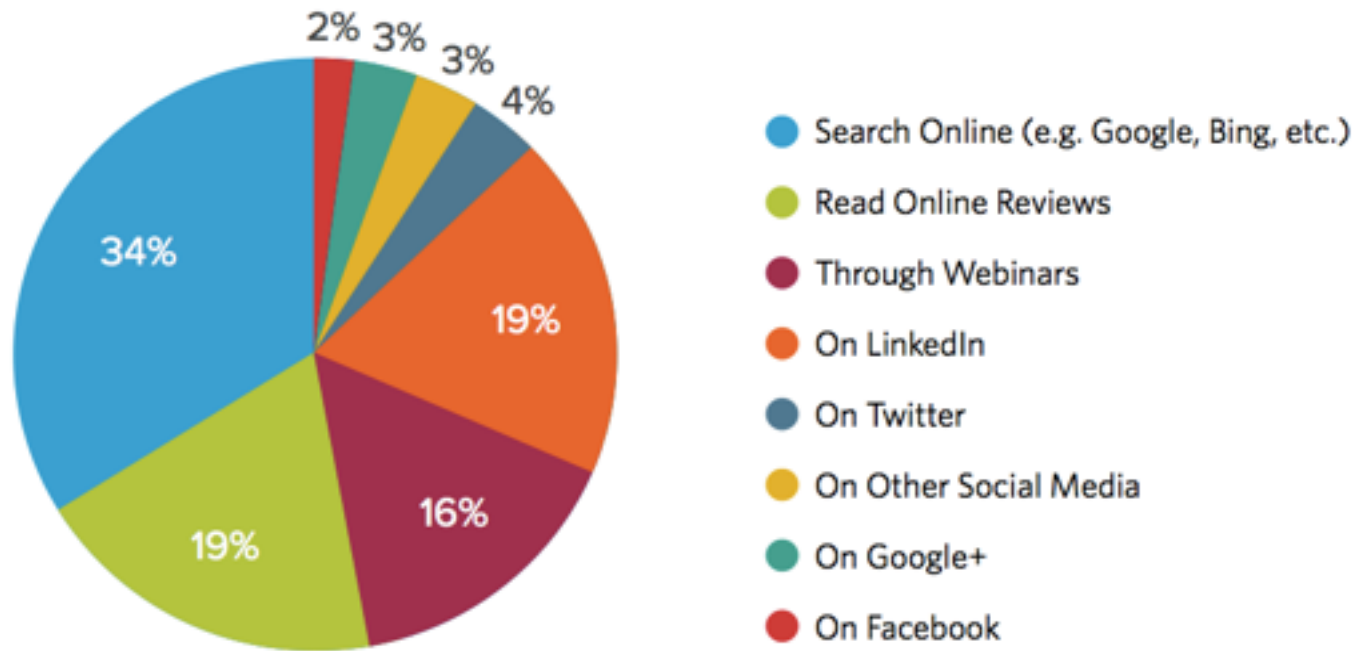
KILL REFERRALS

— including being inactive on social media.

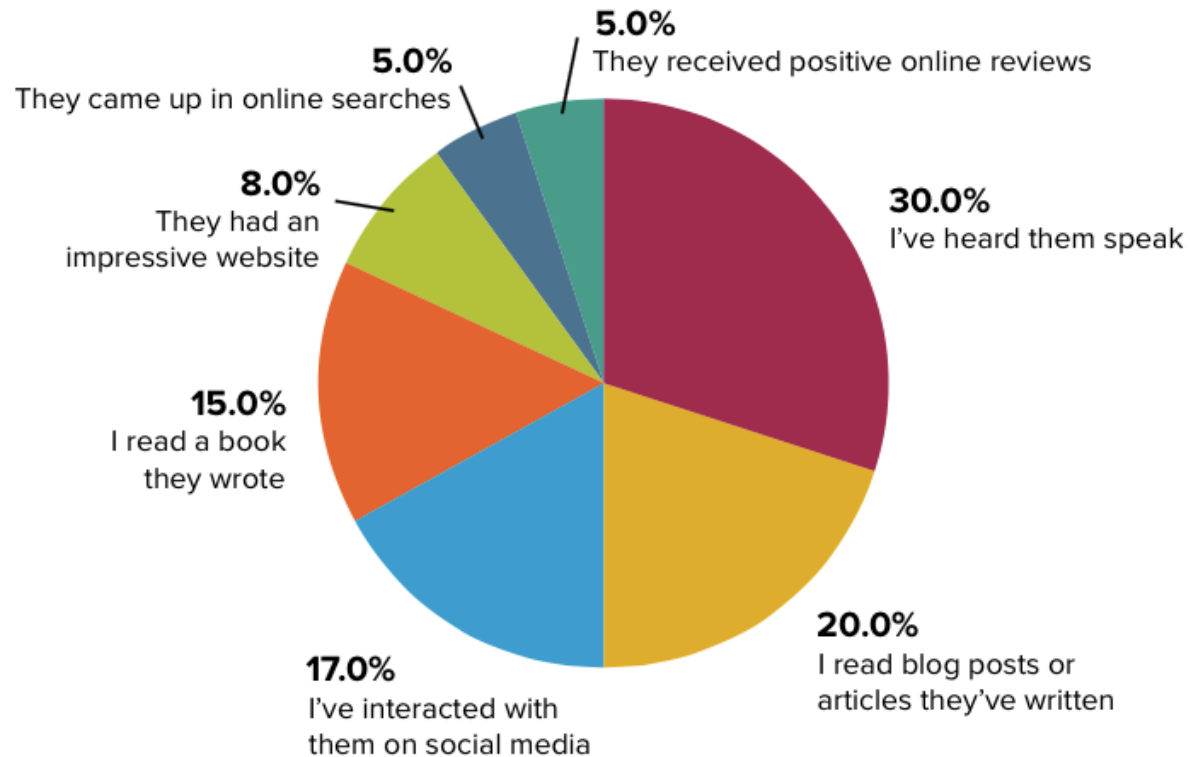


Build Your Reputation
as a Visible ExpertSM

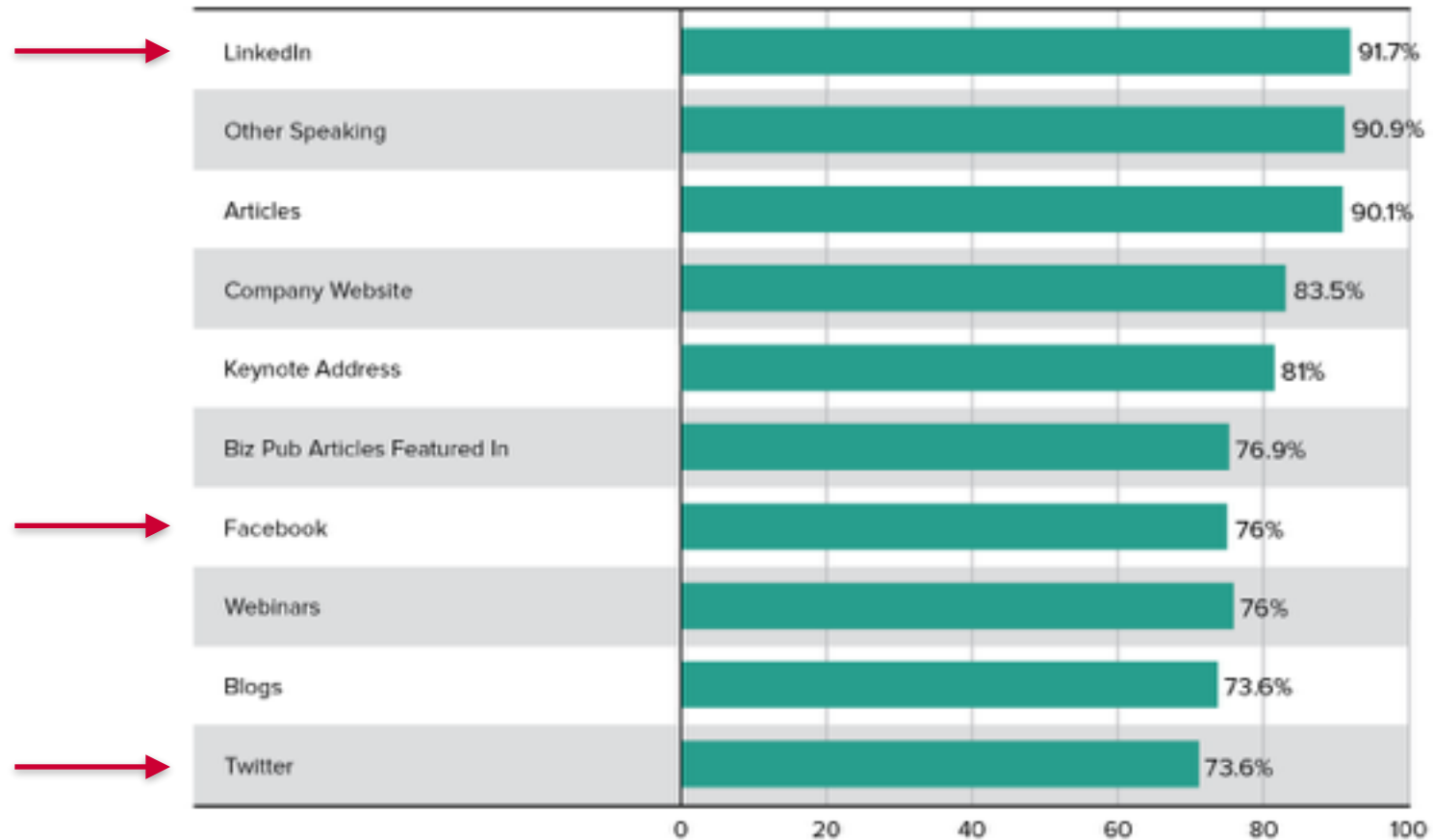
How Do Buyers Look for Experts Online?



17% of firms have given referrals to firms they have interacted with on Social Media



Top Marketing Items Experts Use to Build Their Reputation



Source: Visible ExpertSM Research Report

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Showcasing Your Expertise on Social Media

- Social media is one of the key tools industry experts use to build their brand online
- Building a social following will give you a platform to promote content and showcase the expertise of your firm
- The **LinkedIn Publishing Platform** allows users to publish content directly to the newsfeed of people in their network, which can increase your reputation and visibility in the marketplace




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LinkedIn Publishing Platform: Real World Example


Posts

Published by Sylvia


1,420
followers



**3 Themes to Stimulate
Architecture Firm Growth...**
October 15, 2014



**How to Use B2B Content
Marketing Most Effectively...**
October 6, 2014



**5 Key Tips CEOs of A/E/C
Firms Should Know About...**
April 17, 2014

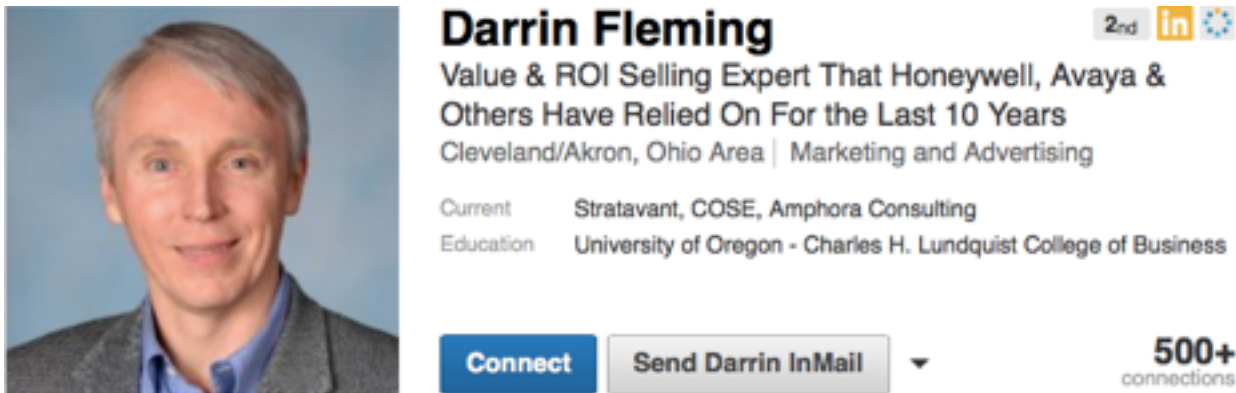
LinkedIn Publishing Platform



- Publish and share original long-form content with your network and beyond
- Benefits:
 - Posts are visible on your profile
 - Posts are searchable from inside and outside LinkedIn
 - Others can subscribe to your content
 - It increases your credibility to the LinkedIn community
 - Posts can drive traffic to your website or blog

What Does a Good LinkedIn Profile Look Like?

Real World Example: Stratavant

Pull in Key Decision Makers with a Strong Headline



Darrin Fleming 2nd  

Value & ROI Selling Expert That Honeywell, Avaya & Others Have Relied On For the Last 10 Years
Cleveland/Akron, Ohio Area | Marketing and Advertising

Current Stratavant, COSE, Amphora Consulting
Education University of Oregon - Charles H. Lundquist College of Business

[Connect](#) [Send Darrin InMail](#) ▼

500+
connections



Increase Traffic to
Your Website

Driving Inbound Traffic to Your Website

- Use social media to drive website traffic by sharing relevant and educational content.
- Social media drives *qualified* traffic to your website
- Visitors referred via social media already have a sense of you as a firm and will be interested in the topics you write about
- New visitors will discover your firm through the content you promote on social media in groups or through relevant hashtags



Real World Example:

AICPA - The American Institute of CPAs

- **The challenge:** AICPA wanted an online community where members could network with peers and trade ideas about the industry and their businesses.
- **The solution:** A members-only LinkedIn group that lets AICPA influence organic discussions and demonstrate thought leadership.
 - AICPA promoted the group through LinkedIn Ads, its social media pages, and through newsletters.
- **The results?**
 - The group has grown to over 60,000 members.
 - LinkedIn is the **top** driver of traffic to AICPA's website.

Real World Example: LBMC Security & Risk Services

- After instituting a company-wide social sharing initiative in December of 2014, the firm has seen
 - A 68% increase in traffic to their website
 - A 150% increase in monthly conversions
 - An 84% increase in monthly email list growth



Thomas Lewis, CISA, CRISC, QSA started a discussion in [Enterprise Network Security](#).
Do you think sharing information between public and private entities on cyber breaches will help? Haven't we already tried this approach without much traction...
Learn more about Obama's Executive Order and how collectively we can better protect data.



Executive Order: Don't Play Victim to Cyber Crime Bullies | LBMC

Learn more about Obama's Executive Order and how collectively we can better protect data.

Like (1) · Comment (1) · 1d ago

Nicole Taylor

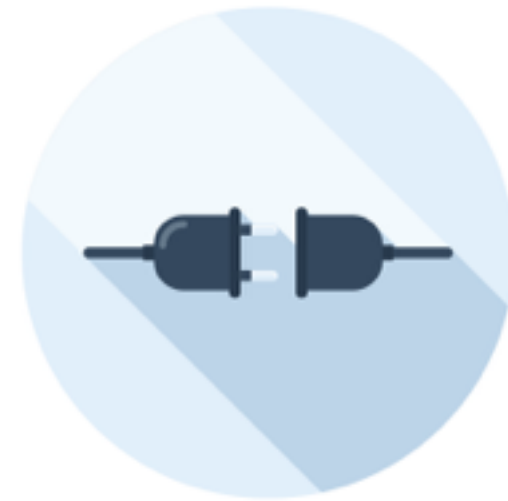
Frank Joseph [mjasystems.net](#) - The problem is many times the threats are there in the network hidden until it's too late. For example, in September 2014 a security industry report findings shows that many organizations suffer an average attack over 65,000 times ... more
2h ago



Improve Your SEO and
Online Visibility

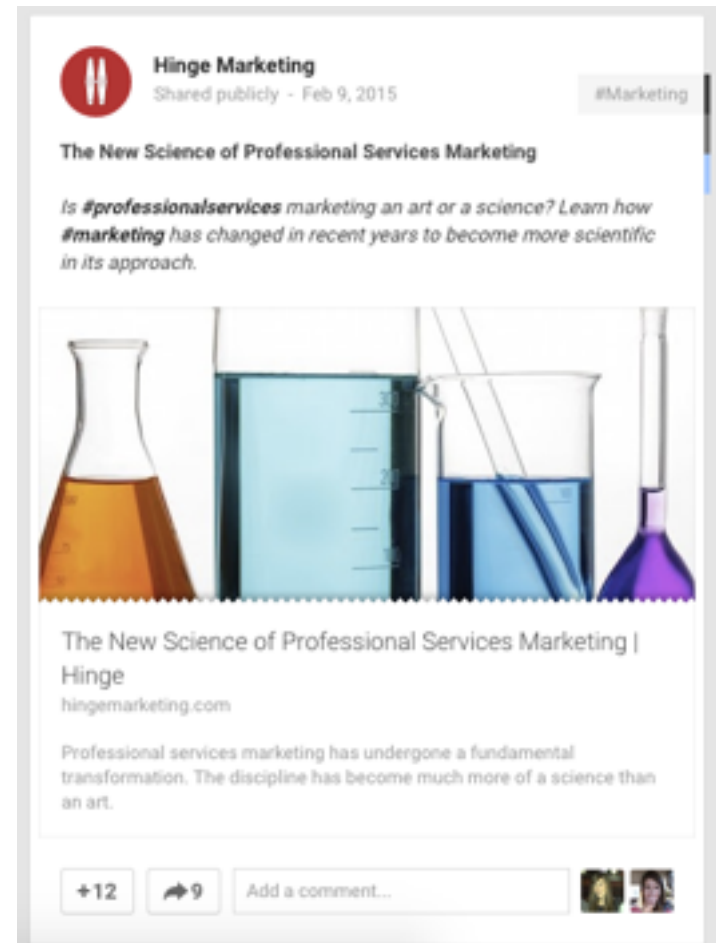
Use Social Media to Amplify Your Content

- Social media isn't currently a known ranking factor that Google uses to determine search results
- Social media can contribute to search rankings by way of "link potential"
- Sharing on social media generates more visibility for your content, increasing the likelihood that your content will earn natural links
- It also connects more people with your content



The SEO Benefits of Google +1s

- According to a study by Moz, a URL's number of Google +1s is more highly correlated with search rankings than any other factor other than Page Authority
- Pages and posts on Google+ also pass link equity on to the content they link back to
- Social shares indirectly impact SEO and directly impact online visibility



Google's Mobile Friendly Update

- Mobile-friendly web design is now a ranking factor in Google's search algorithm
- Websites that are mobile friendly will get an SEO boost in search engine results pages
- Firms with mobile friendly websites and content that is sharable on mobile will be well positioned from an SEO perspective





Conduct Research

Conduct Research on Social Media

- Stay up-to-date on industry news and trends
- Better understand prospects and clients
- Evaluate potential business opportunities
- Follow major influencers in your industry
- Find partnership opportunities
- Keep up with relevant LinkedIn Groups and hashtags
- Assess your competitors' branding



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Monitor Brand
Awareness

Brand Awareness Metrics

- **Brand mentions:** The number of times your brand's name is mentioned across social media
 - What are people saying about your firm?
- **Engagement metrics:**
 - LinkedIn: likes, comments, shares
 - Twitter: favorites, replies, retweets
 - Facebook: likes, comments, shares
 - Google+: +1s, comments, shares
- **Reach and impressions:** The number of people who follow your social media pages and the number of people who see your posts

Social Listening Real World Example: Avaya

- Technology firm Avaya has 50 virtual team members volunteer to monitor 1,000–2,500 mentions of Avaya online every week.
- Avaya received a tweet that mentioned their firm and a competitor:



- The firm responded within 15 minutes of receiving the tweet, and...

13 days later, Avaya closed a

\$250,000 SALE



Showcase Your
Firm's Culture

How Can You Showcase Company Culture?

- The tone you use
- The topics you discuss
- The ways you interact with others in your industry
- Show audiences what it's like “behind the scenes”
- Highlight firm social events or professional development activities
- Share video, pictures, and other multimedia to introduce team members in a more personal, “face-to-face” way

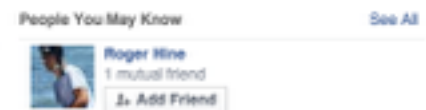
Real World Example: Gartner & Adobe

- Gartner showcases keynote addresses, presentations and employees on their Facebook page
- Adobe Life showcases the company culture and gives a sense of what it is like to work at the firm



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Real World Example: Scuba Steve



Hinge

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Recruit and Research
Prospective Hires

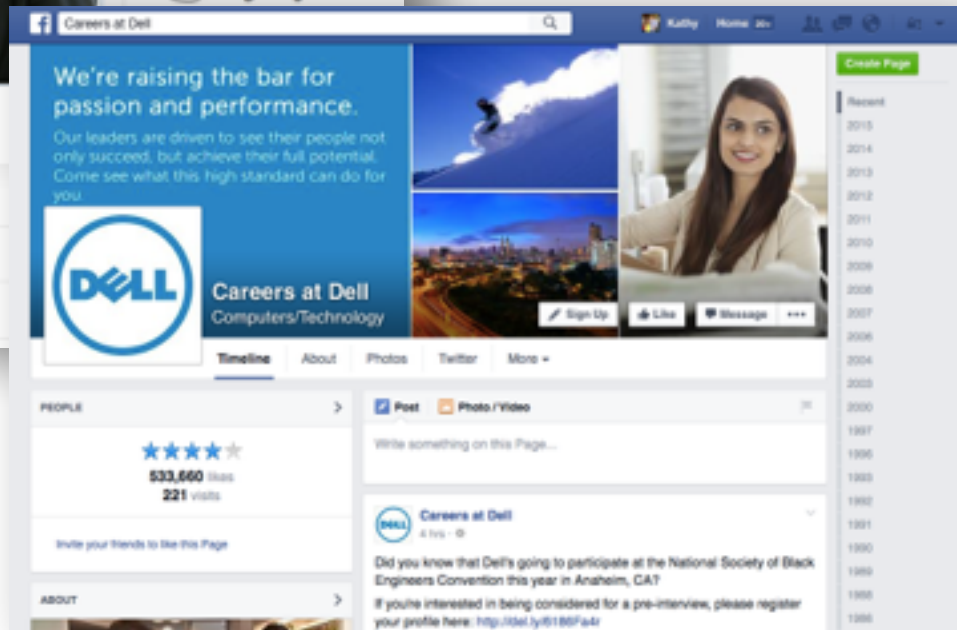
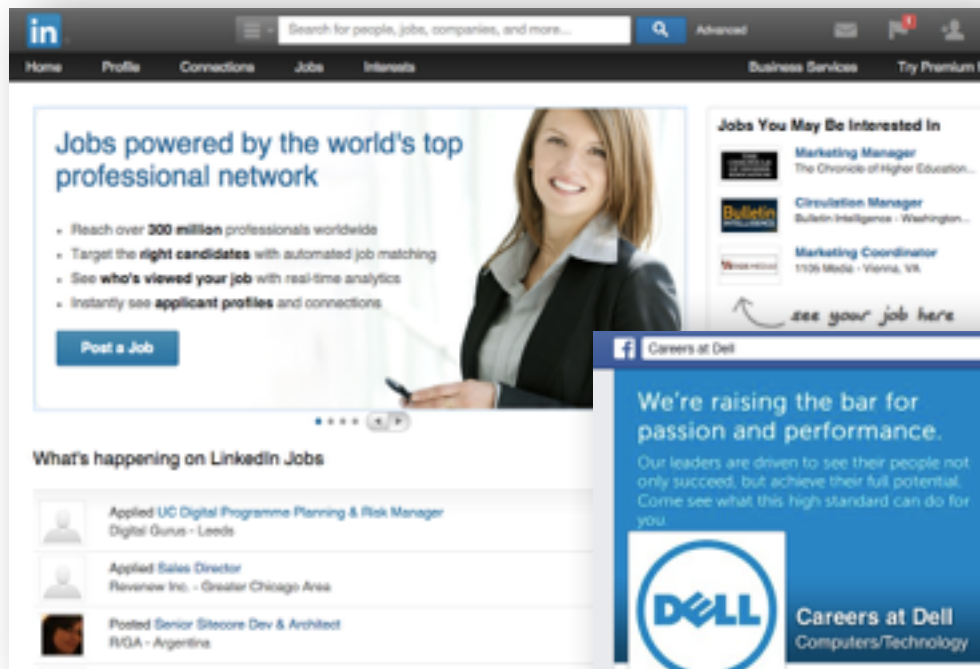
Use Social Media to Vet Potential Job Candidates

- Use LinkedIn to see candidates'
 - Past recommendations
 - Work experience
 - Skills & endorsements
 - A timeline of their work
- Look up prospective hires on other social media networks to see if they represent themselves professionally online



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Social Media as a Recruiting Tool to Post Job Listings



Evaluating Candidates' Credentials: Recommendations, Skills & Endorsements



Wayne J. Chi, Esq. (夏威夷房地產經紀)

Gloria Chi Realty, Inc. Hawaii Real Estate Experts (威夏威夷房地產專業服務公司), Broker-in-Charge, VP

“ Whether you represent a large conglomerate or run a small start-up, I highly recommend Kristin to anyone seeking an intelligent, thoughtful, and creative marketing and business development expert. I sought Kristin's expert advice as a solo-practitioner seeking to develop my local, national, and international clientele base. She listened to me and recommended comprehensive... [more](#)

June 9, 2009, Wayne J. was Kristin's client



Chris Cheatham

CEO of ClaimKit LLC

“ We are very lucky to have someone like Kristin at our firm. Kristin has the innate ability to manage people and figure out how to manage people and the dual knowledge of the marketing and business extremely well. I... [more](#)

March 7, 2009, Chris worked directly with Kristin



Skills

- 41 Leadership
- 40 Comprehensive Planning
- 25 Social Media
- 22 New Business Development
- 15 Design Research
- 13 Public Speaking
- 11 Proposal Writing
- 2 Marketing Strategy
- 2 Business Development



What Not To Do On Social Media

Social Media Blunders

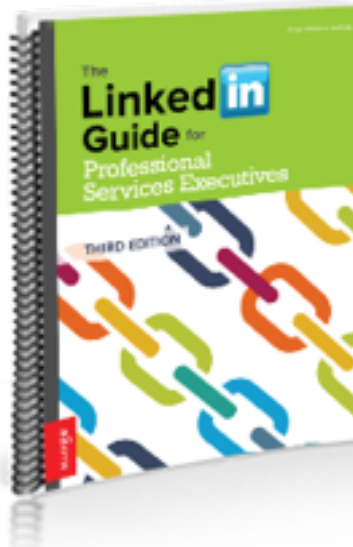
- Ignoring social etiquette and spamming groups
- Being overly self-promotional
- Reacting emotionally to negative comments
- Not using hashtags in company postings
- Posting identical content on multiple company profiles
- A neglected or defunct personal profile
- Having incomplete company social media profiles



Free Resources



Social Media Guide for
Professional Services



LinkedIn Guide for Professional
Services Executives
Third Edition



The Visible ExpertSM

Available at: www.hingemarketing.com/library

#HingeGetsSocial

Free Social Media Strategy Review from Hinge

✓ For webinar registrants only!

› We'll discuss:

- Your firm's current approach
- Specific strategies and alternatives for the different channels
- Concerns and missed opportunities



Respond to follow-up email or call: **703.391.8870**

Thank you! Questions?

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