



The Visible FirmSM

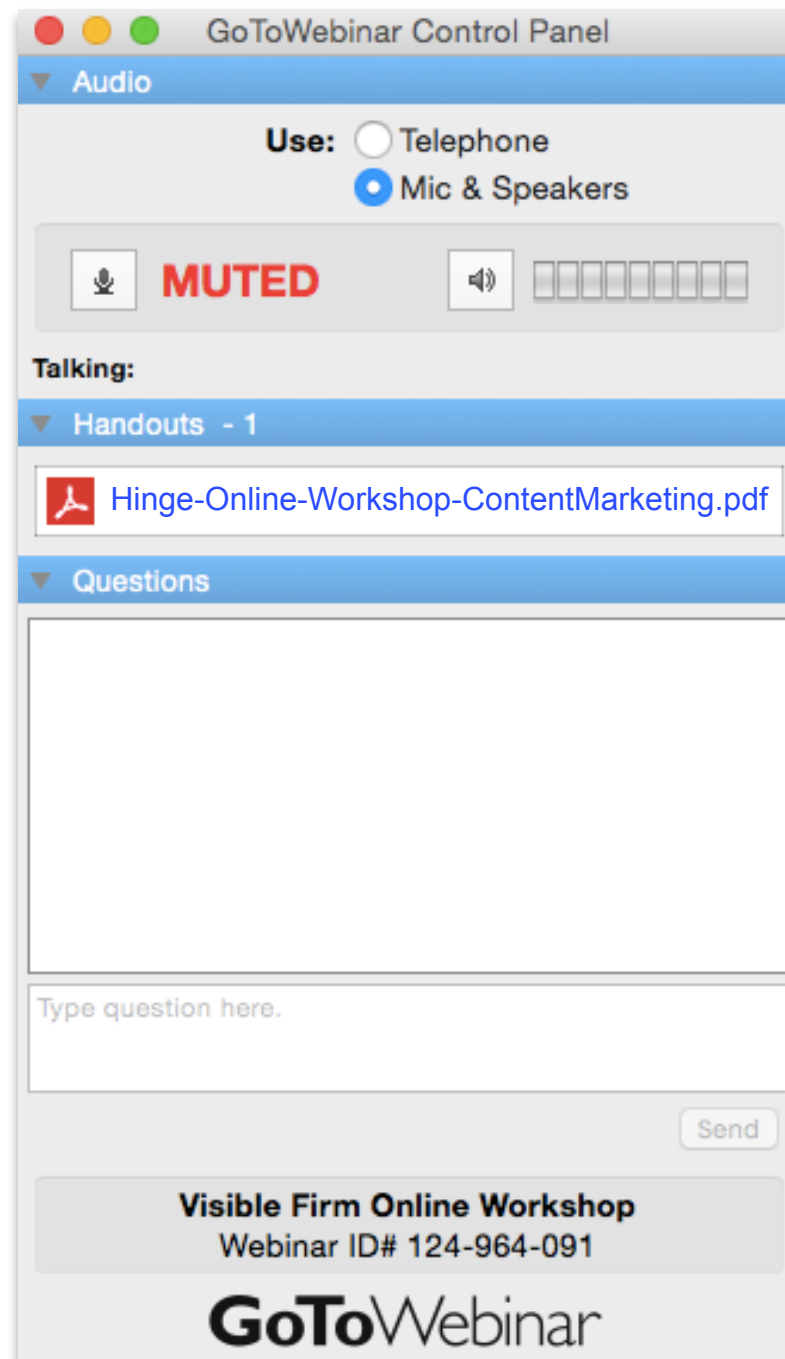
Online Workshop:

Content Marketing the Right Way



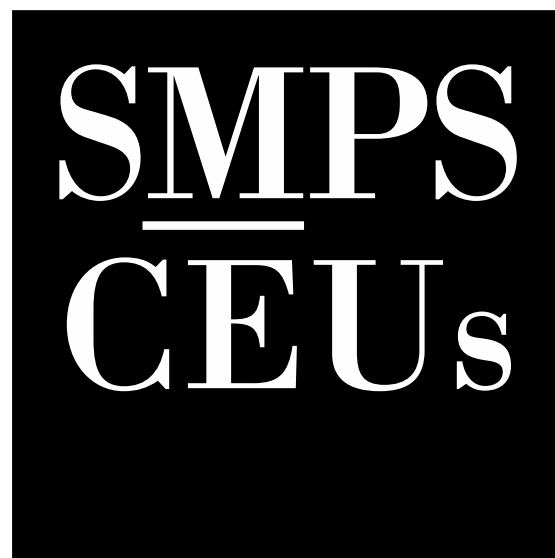
Hinge UNIVERSITY

Download Today's Worksheet



SMPS CEUs

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Workshop Instructor



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lfrederiksen@hingemarketing.com

Connect with me on LinkedIn:

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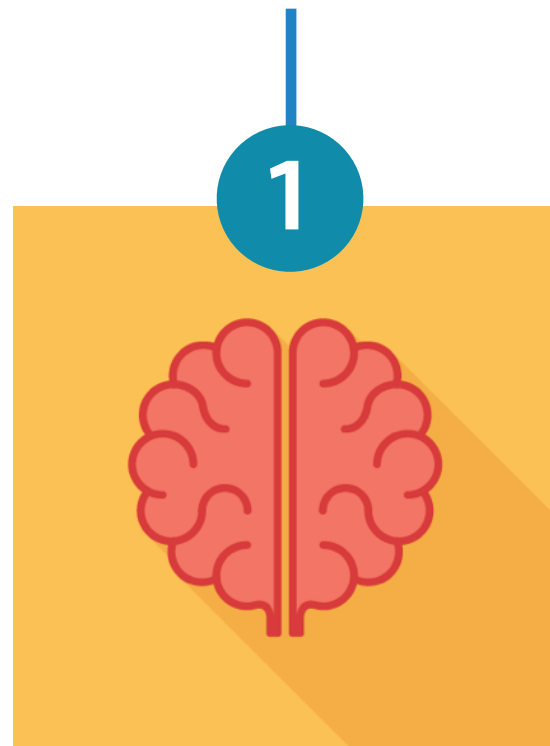
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The Visible Firm

A firm that has attained high visibility and a reputation for expertise in their industry niche.

Phase 1. The Strategy



Phase 3. The Rollout



Phase 2. The Build

What We'll Cover Today

- ① **What is Content Marketing?**
- ② **Developing Your Content**
- ③ **Content Marketing and Your New Business Pipeline**
- ④ **Understanding Content Formats**
- ⑤ **Using Offers to Transition**
- ⑥ **Tips to Make Content Development Easier**
- ⑦ **Promoting Your Content**

What is Content Marketing?

What is content marketing?

Employing educational content that is **useful and relevant** to your target audiences for the purposes of developing new business.

What Does Content Marketing Accomplish?

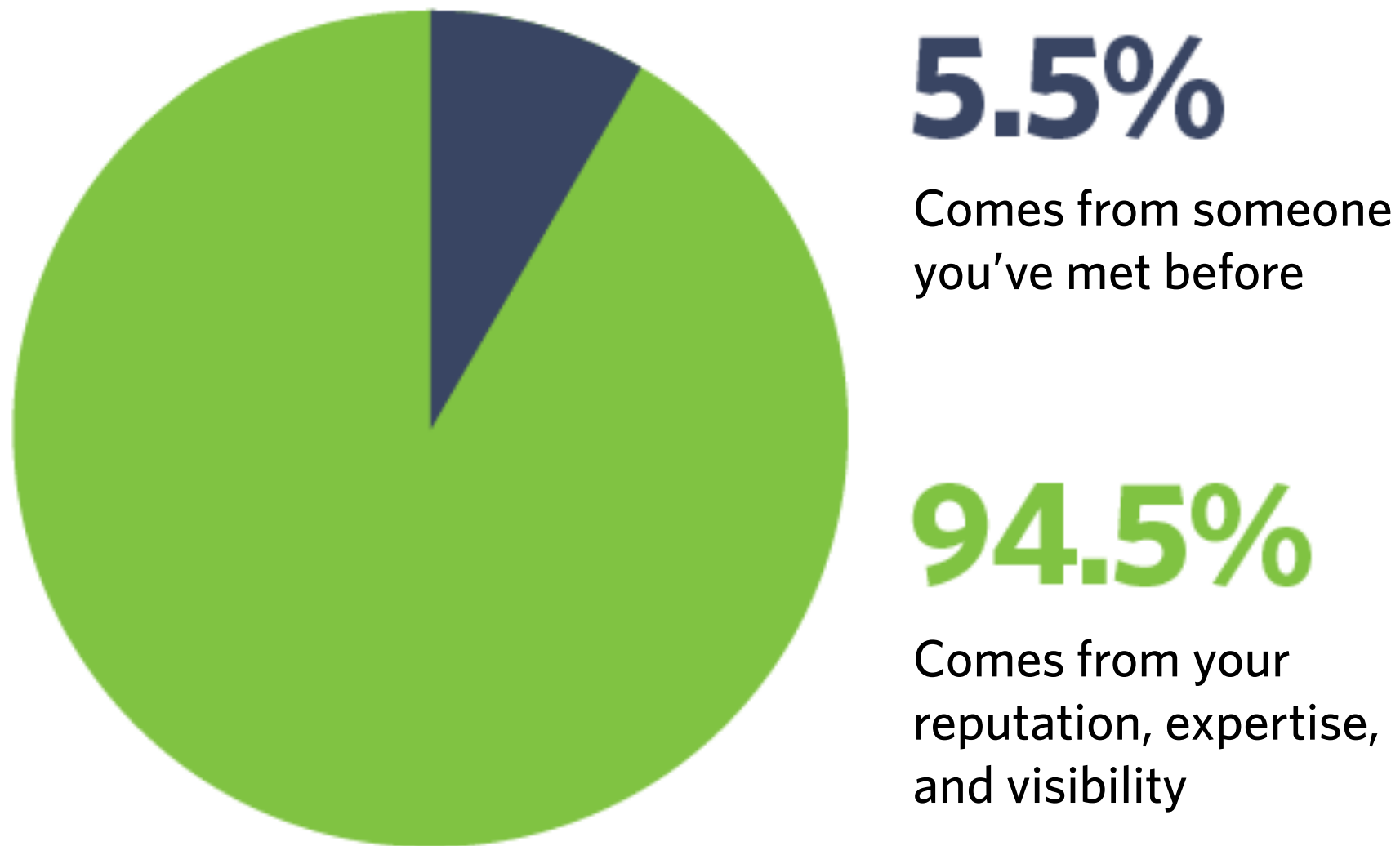
- It demonstrates expertise
- It allows prospects to sample your thinking and approach
- Search engines love original content
- It helps qualify and nurture leads and build your brand
- It's less expensive than traditional outbound marketing
- It works around the clock and around the globe
- Online leads from content drive growth and profitability

86%

of B2B organizations are using
content marketing in 2015.

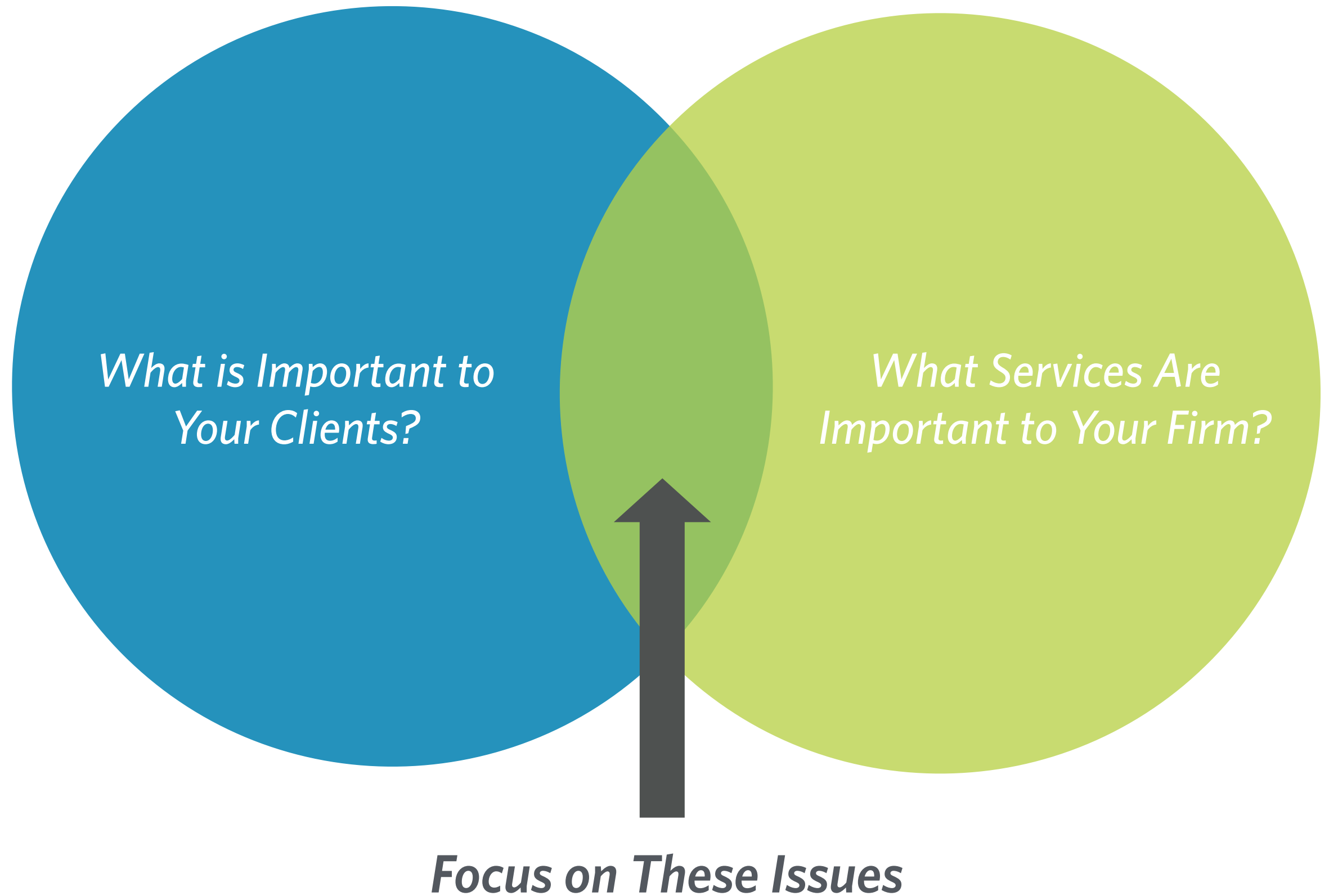
*Content marketing helps generate referrals
from people you haven't even worked with.*

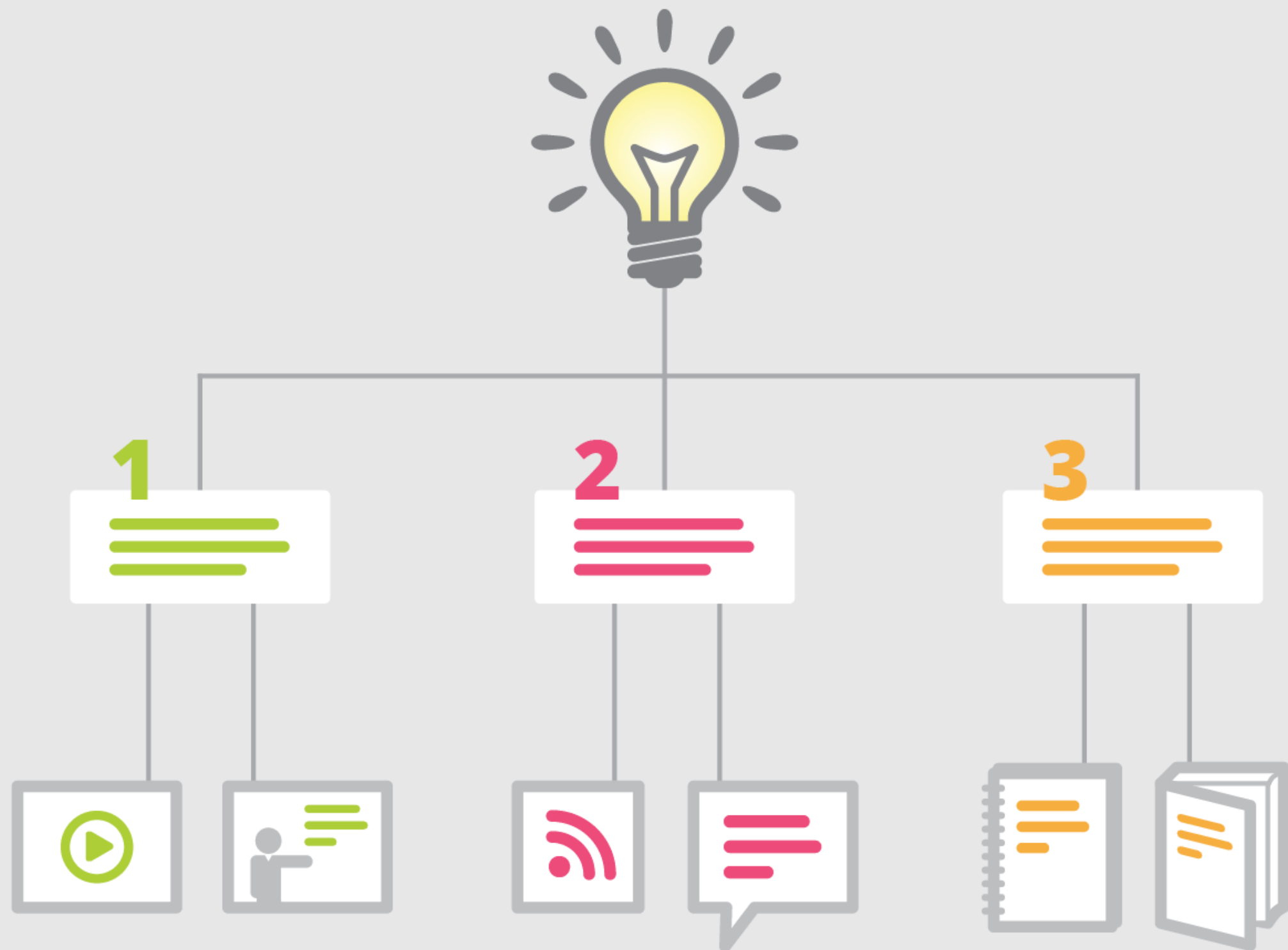
Where Do Non-Client Referrals Come From?



Developing Your Content

*What is Important to
Your Clients?*





Example: Big Sky Associates



Example: Big Sky Associates

- **Issue 1: Effective project management**

- Topic A: Syncing Project Management and Process Improvement for Your Agency
- Topic B: Are You Actually in Control of Your Project Management Process?

- **Issue 2: Managing insider threats and security issues**

- Topic A: Mitigating the Insider Threat Indicators
- Topic B: Start An Insider Threat Program with Limited Resources

Content Marketing and Your New Business Pipeline

What is a new business pipeline?

A new business pipeline (or funnel) is a systematic process for identifying, nurturing, and closing new business.

*Use your content to reach prospects
at different stages of their buying process.*

Stage 1
Attract Prospects

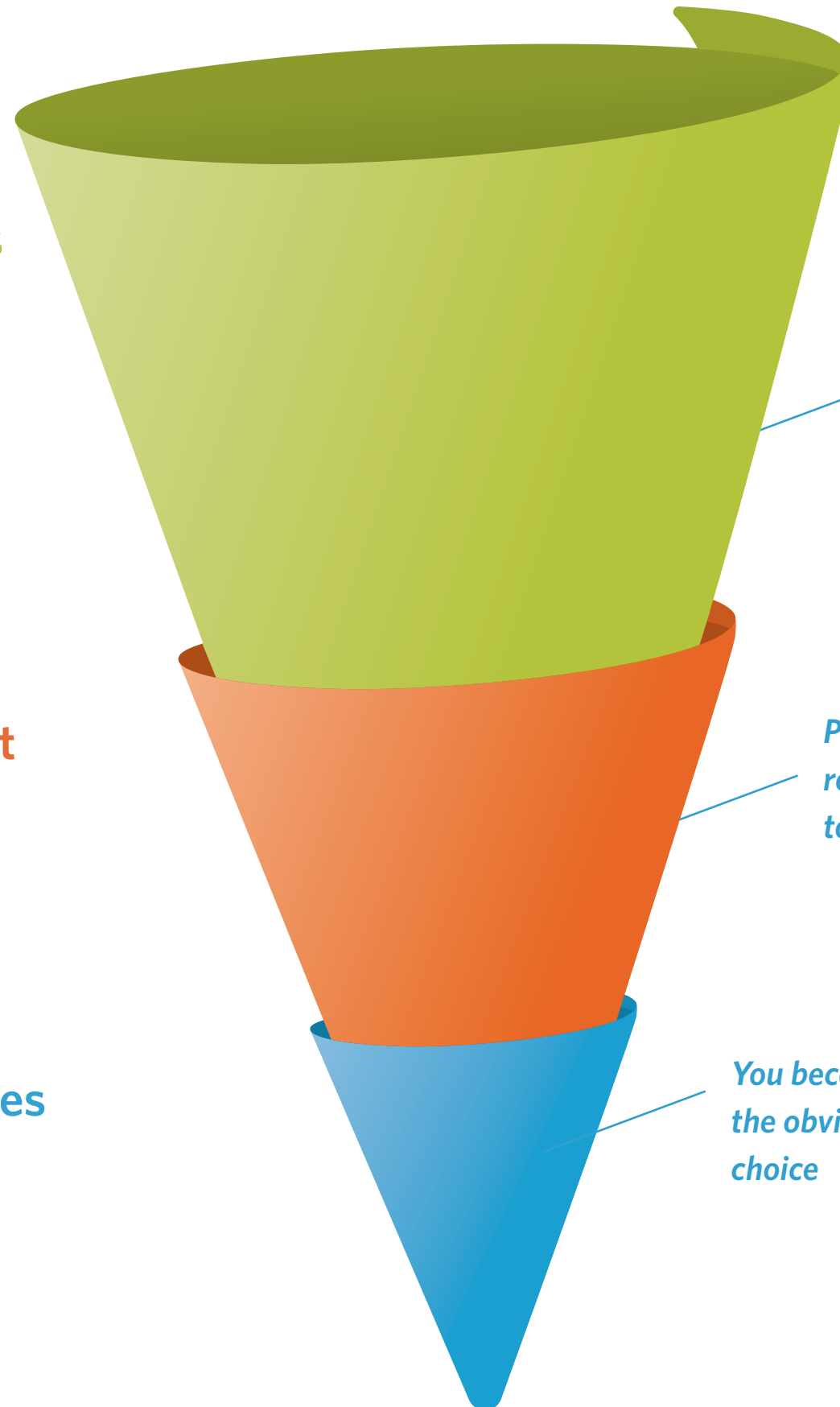
*Prospects find
your content
online and begin
to trust your
expertise*

Stage 2
Build Engagement

*People begin
referring you
to others*

Stage 3
**Turn Opportunities
into Clients**

*You become
the obvious
choice*



*Use different content formats at
different stages of your new business pipeline.*

Stage 1

Attract Prospects

Blog Posts	Slideshares
Articles	Speaking Engagements
Videos	Case Studies

Stage 2

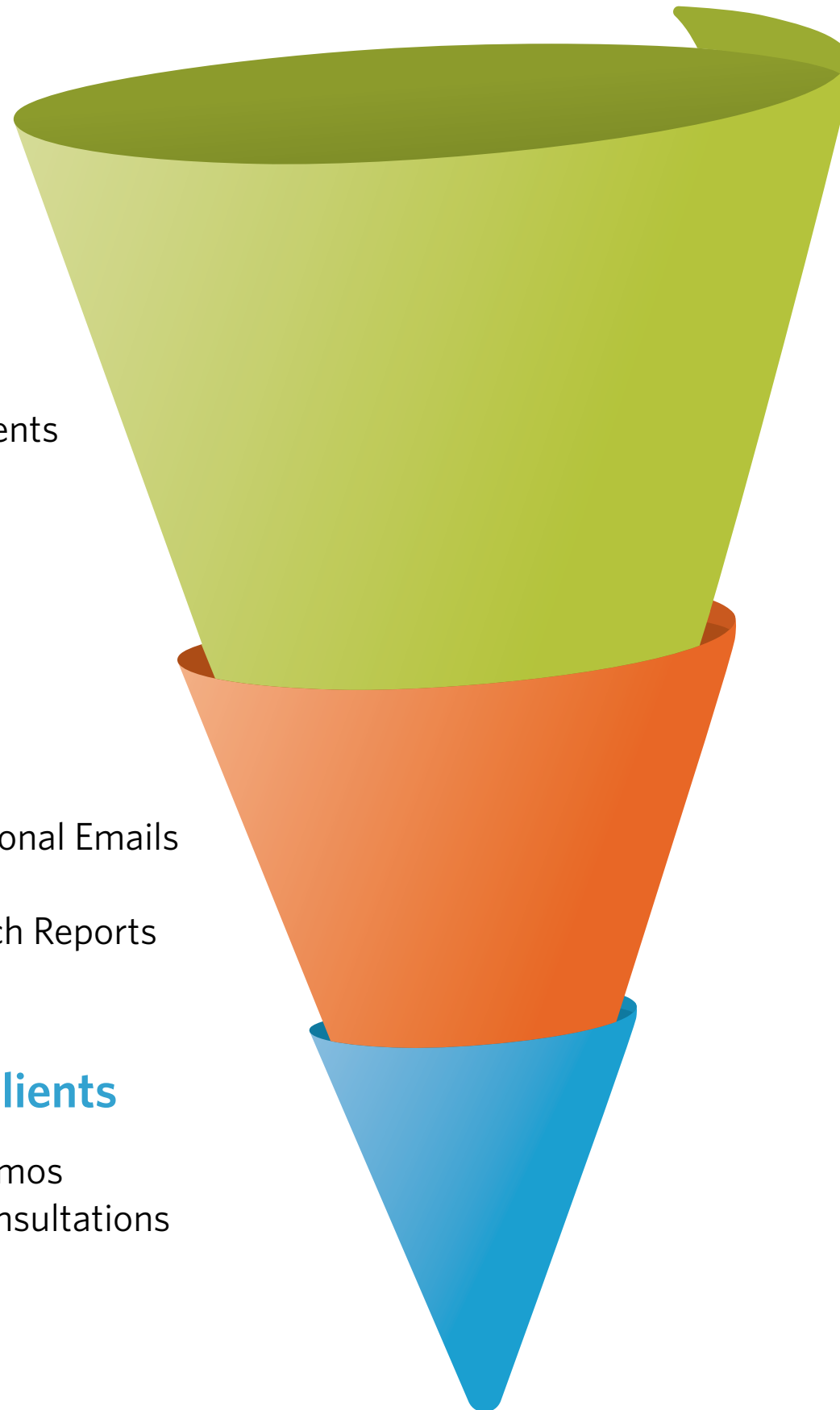
Build Engagement

Webinars	Educational Emails
Executive Guides	Ebooks
White Papers	Research Reports

Stage 3

Turn Opportunities into Clients

Credentials Presentations	Demos
Assessments	Consultations



Understanding Content Formats

Prospects

Techniques to Use

Build Engagement

Techniques to Use

Convert to Prospects

Techniques to Use

Blog Posts

Uses

- Attract visitors to your site through SEO
- Sharing on social media
- Nurturing existing leads
- Attracts links
- Builds visibility of your expertise

Access

- Open

Important Considerations

- Regularity is important for readers and SEO
- Should be optimized for keywords



BIG SKY

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Notification Frequency
☐ Weekly

SUBSCRIBE

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Categories

process improvement (31)

federal security agency (30)

data analysis (29)

insider threat (23)

operational improvement (18)

SEP 02 2015



Defining Three Different Kinds of Insider Threat Issues

By Brittany Andrews

Security threats to organizations can be broadly categorized into external threats and insider threats. An external actor usually must do some leg work or research to first identify, then figure out how to take advantage of, an organization's weaknesses. They are not a member of the organization, so they must either hide their presence or force their way through existing defenses and then get out quickly. On the other hand, an insider not only has special knowledge of his or her organization's weaknesses, but is also wearing "team colors." As a trusted member of the organization, it is less likely that their activities will arouse suspicion.

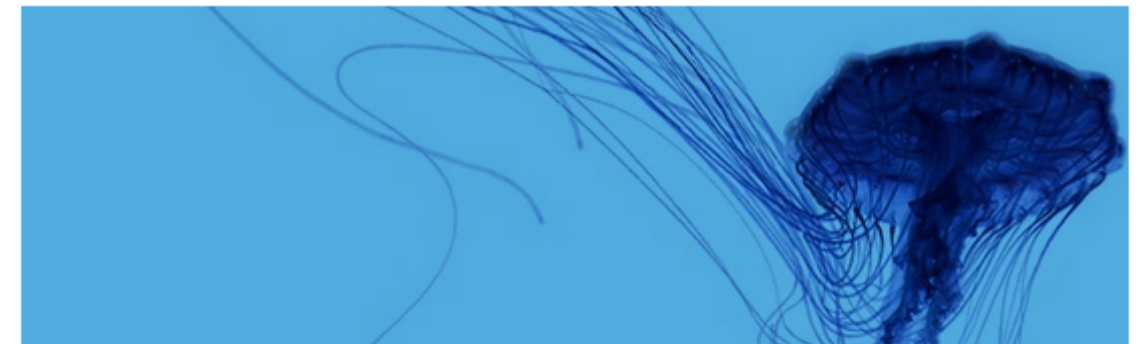
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AUG 26 2015



3 Process Improvement Techniques Your Organization Can Employ Now

By Harris Feldman



For today's organizations, effective operations are more essential than ever – and leadership requires improvements that they can implement immediately. While some changes take months or more to complete, there are some key process improvement techniques that every organization can utilize today.

What do these techniques look like, and how can they make for leaner, more efficient organizations?

1) Ask why your problem is occurring

A given problem may have its origins in numerous areas. For example, an underperforming employee might be a people issue, a hiring process issue, a training issue, or a mix of all three. If your organization is experiencing technology problems, you may be facing training issues or procurement issues.

Guest Posts & Articles

Uses

- Builds links for SEO
- Builds visibility of your expertise
- Attracts new audience
- Sharing on social media
- Draws referral traffic back to your site

Access

- Open

Important Considerations

- Use niche publications to reach highly targeted audience
- Use broad publications to build visibility
- Should be optimized for keywords





Published Articles



- [3 Project Execution Strategies That Deliver Results](#)
- [Why Project Maintenance is the Key to Success](#)
- [3 ways to stop insider threats in your organization](#)
- [Simple Tips for Successful Project Selection](#)
- [It's 1815 All Over Again: The Troubling Tale of the Chappaqua Email Server](#)
- [Are agency insider threat programs getting off the ground?](#)

Case Studies

Uses

- Builds credibility and trust
- Speaks to your expertise
- Tangible evidence of prior success
- Humanizes your firm and services — prospects can relate

Access

- Open

Important Considerations

- Use numbers, facts and specifics — not fluff
- Put in easy-to-read format





Investment Decision Analysis And Process Development

Case Study: Intelligence Agency

CHALLENGE

A space research and development organization faced challenges tracking and coordinating projects and investments. In order to make informed steps in the right direction, they needed professional decision-analysis consultation and actionable guidance on the design and execution of a baseline portfolio management process.

SOLUTION

Big Sky provided tangible, industry-specific expertise on data collection, decision analysis, investment analysis, risk management and operational efficiency to pilot the organization through the development of a comprehensive portfolio management process.

Comprehensive **Process Improvement** Checkpoints:

- **Data Analysis Tools** to show the meaning behind numbers and statistics
- Development of investment criteria and weightings
- **Portfolio Optimization** to build out an actionable portfolio-management process based on tangible data and prioritized goals
- **Project Management** clarified with straightforward documentation, reporting and interpretation

RESULTS

The research and development organization implemented its new, data-driven investment strategy. Senior leaders now have much keener insight into their investment performance and are able to make more informed decisions about what to invest in, how much to invest and when to take action.

Videos

Uses

- Builds credibility
- Humanizes your firm
- Makes content easy to digest
- Can be used for blog posts, firm overview, testimonials, etc.

Access

- Open

Important Considerations

- Make sure it looks and sounds professional
- Keep videos under 5 minutes
- Incorporate other footage besides talking heads
- Optimize for SEO by using keywords in title and tags, add transcript



Speaking Engagements

Uses

- Builds credibility
- Humanizes your firm
- Allows for face-to-face interaction
- Builds visibility
- Demonstrates your expertise

Access

- Depends on event

Important Considerations

- Understand the audience's roles and needs
- Keep presentation engaging with different visuals, examples, research, etc.
- Offer access to more content and way to follow-up



Uses

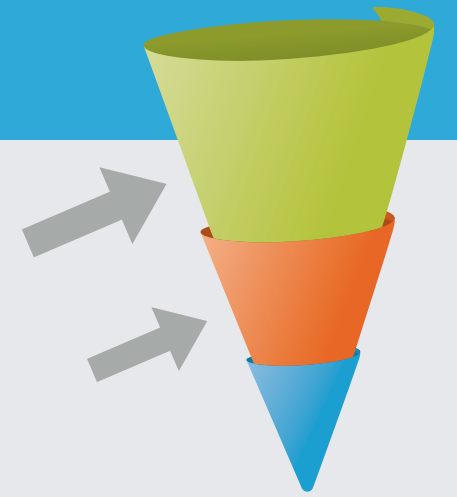
- Sharing on social
- Tends to visual learning types
- Easy to digest
- Format to repurpose content
- Increase visibility of your expertise

Access

- Open

Important Considerations

- Use visuals to illustrate your points — keep text minimal
- Keep in mind there is no speaker — have someone unfamiliar with the content run through it first
- Optimize for SEO by using keywords in title and tags, add transcript



Webinars

Uses

- Appeals to certain learning styles
- Allows for interaction with Q&As
- Demonstrates expertise

Access

- Requires registration

Important Considerations

- Make sure it looks and sounds professional
- Encourage interaction
- Include offer at the end for deeper engagement
- Include examples, visuals, research, etc.





Watch The OnDemand Webinar:

Big Time Results With Shrinking Budgets

You're not only charged with accomplishing better results and launching new programs, but you're expected to achieve them both with a tighter budget. To stay afloat, you need an operations improvement approach that keeps you lean, agile and future oriented. And your new methodology can't require a lot of budget bandwidth either. Learn from the experts, Dr. Manoj Malhotra, top expert in operations management and decision science and John Dillard, President and Co-founder of Big Sky Associates.



Fill out the form to watch this informative webinar, ***Big-Time Results With Shrinking Budgets: Using Operations Improvement To Achieve More With Less In Your Federal Agency.***

Executive Guides & White Papers

Uses

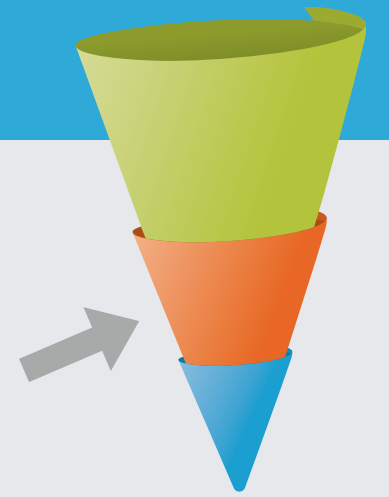
- Premium content to deepen engagement
- Help qualify people
- Exchange for contact information
- Typically at the issue level
- Demonstrates greater depth of expertise
- Used to educate during business development

Access

- Requires registration

Important Considerations

- Title is key — optimize title and landing page, but not content
- Appearance matters
- Focus on simplifying complex issues
- White papers can be more technically focused
- Typically under 30 pages
- Should contain an offer for deeper engagement





Guides

Make process improvement a reality for your organization and make sense of the latest, most cogent trends in operational efficiency. Browse through Big Sky's guides for powerful insight into the topics, tools and techniques that matter most to your organization's success.

- [How To: Uncover Root Causes Using a Fishbone Diagram](#)
- [How To: Recognize and Correct the Flaw of Averages](#)
- [The Guide to Successful Project Management](#)
- [Ultimate Process Improvement Guide](#)

The Guide to Successful Project Management

For mission-critical federal agencies and the contractors who work with them, successful project management is non-negotiable. But all too often, projects fall prey to shifting priorities, unclear goals, and confused execution.

How can your agency avoid the wasted time and money associated with stalled projects? We wrote *The Guide to Successful Project Management* to give you the answers. This free guide shows you how to establish clear goals, achieve them efficiently, and move your organization forward. It also provides you with some tools that should make it easier to accomplish these steps along the way.

In the guide, you'll learn Big Sky's approach to project management including:

- What every agency needs to know about project selection
- How to overcome the most common project realization challenges
- The principles of effective organizational decision-making
- The importance of project monitoring
- How to ensure that your projects deliver results every time
- Why project maintenance is critical to success
- A step-by-step checklist for successful project management



First Name

Last Name

Email

DOWNLOAD GUIDE

Educational Emails

Uses

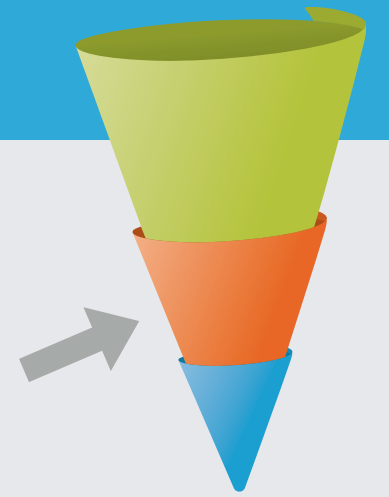
- Primarily for lead nurturing
- Can personalize offers
- Expose leads to other services or areas of expertise
- Can also be used with existing clients
- Provides continuity of contact/visibility
- Can push different content formats as they come out

Access

- Requires registration

Important Considerations

- Consider blog round-ups for content
- Consider your needs when choosing a CRM
- A good list can open up partnership opportunities
- Fine tune frequency of emails — too many vs. not enough
- Balance offers and educational material





BIG SKY



Big Sky's The Insider, July Edition

In this month's Insider, we dive into the importance of data science. From examining whether you're using the right metrics, to how to manage predictive analytics projects, we take a look at what you need to know when tackling the science behind data.



[You Got It All Wrong!](#)

That sinking feeling that you got it all wrong: Listen to it. Dan Jodarski shares why in his Big Sky blog post dubbed *Why Your Security Analysis Metrics And KPIs Are Wrong* — particularly if you're managing security analytics metrics and key performance indicators [KPIs] for a federal agency. Learn tips on how to get back on track.

[READ MORE](#)



[Killing \(Consulting\) Softly](#)

After many, many years of using the phrase "paradigm shift," legacy consultants who work for the government are finally experiencing one. And it may not be pretty, says John Dillard in his Big Sky blog post on the *3 Trends Killing The Legacy Consulting Process At Agencies*. The pending consulting process shakeup is being sped up because of the growing value placed on data science, the rapid pace of technology change, and the growing power of the millennial generation in organizations.



[Paint By Numbers](#)

The best data visualizations are exceptional not because of the quality of the data but because they *tell a story based on the underlying analysis*. Convincing internal stakeholders on the wisdom of tangible operational improvement is often just a case of getting people to hear the story your data analysis tells, according to Big Sky white paper *Tips For Data Analysis That Drive Success*.

[READ MORE](#)



[Reading, Writing, and... Regularization?](#)

The "Terminator" films envision a future where the machines take over. In truth, they may already have taken over when it comes to analyzing Big Data statistics—or "machine learning." This *Harvard Business Review* article by Mike Yeomans outlines how machine learning is changing the way Google and an increasing number of other organizations manage data analysis.

[READ MORE](#)



[Predicting the Future](#)

Managing predictive analytics projects can be a lot like herding cats — intelligent, data-driven, jargon-speaking cats. Hence, in an article for *Predictive Analytics World*, Geert Verstraeten recommends that would-be managers properly define their project, arrange their data in a workable fashion, and build and validate their model.

[READ MORE](#)



About Big Sky

Big Sky is an operations improvement small business that specializes in security, suitability, and insider threat for the Federal Government. Big Sky is also a a HUBZone firm, making us a high-value partner for both federal agencies and prime contractors.

To learn more about Big Sky visit us at:

www.bigskyassociates.com

Uses

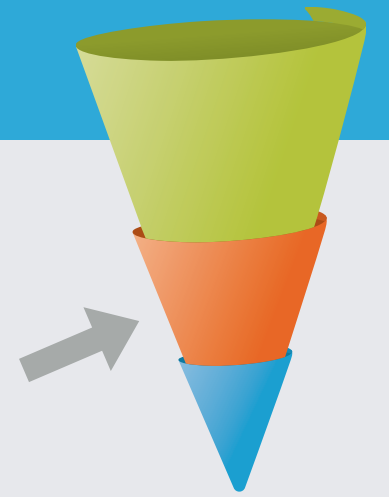
- Premium content to deepen engagement
- Help qualify people
- Exchange for contact information
- Typically at the issue level
- Demonstrates greater depth of expertise
- Used to educate during business development

Access

- Requires registration

Important Considerations

- Title is key — optimize title and landing page, but not content
- Appearance matters
- Focus on simplifying complex issues
- Typically 30 pages to book length
- Often free or free preview
- Can be positioned as full length book
- Consider print on demand and distribution through book channels
- Consider combos of formats
- Should contain an offer for deeper engagement

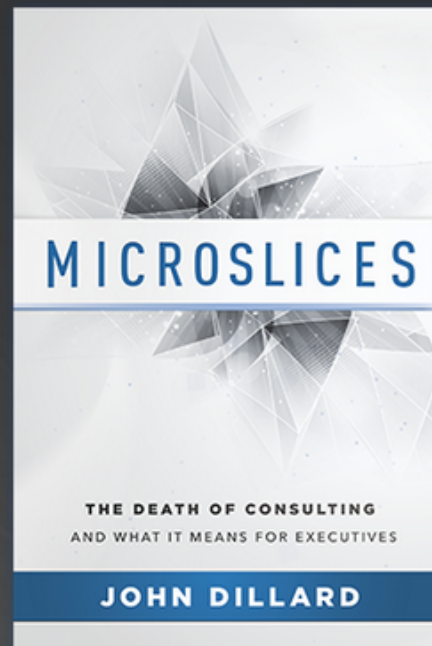
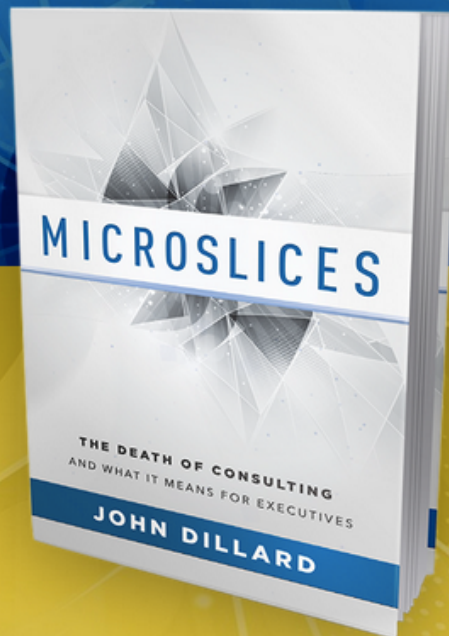


CONSULTING IS DYING

YOUR TOP COMPETITORS WILL REACT
TO THE FUTURE; **WILL YOU?**

Exciting opportunities lie ahead for forward-thinking organizations, while disastrous threats await any buyer that's unprepared or unwilling to adopt a new service delivery model driven by speed, hyper-specialization, and AI-supported automation.

Microslices is a timely, eye-opening look at the driving forces behind changes that are already revolutionizing the professional services industry. It provides tangible, specific steps you must take as a buyer of those services to protect your organization from wasted consulting fees, outdated advice, and generic solutions.



AVAILABLE NOW!

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GET YOUR COPY OF MICROSLICES

- Know the trends that will affect your organization's advisory relationships
- Understand the emerging business model for professional services, so that you can use it to your advantage
- Make the right decisions about your consultants and contracts: when to hire, when to fire, and how to partner

Research Reports

Uses

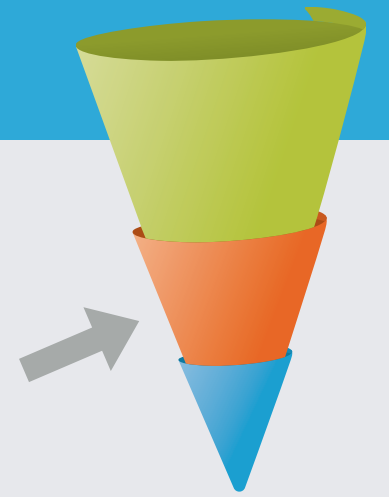
- Premium content to deepen engagement
- Help qualify people
- Exchange for contact information
- Draws more links and shares
- Can be used in blog posts, articles and other content
- Solidifies expertise
- Validates assumptions

Access

- Requires registration

Important Considerations

- Consider partnering relationships
- Can be recurring content (annually, quarterly)
- Appearance matters
- Emphasize interpretation and analysis - not just reporting



Assessments/Consultations

Uses

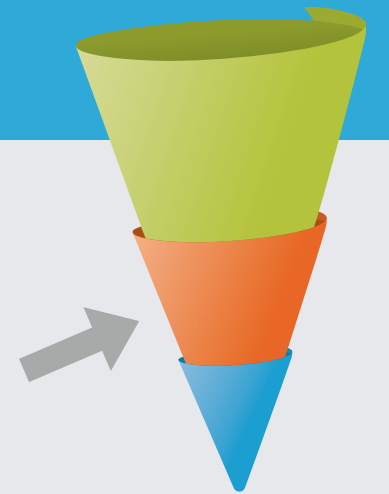
- Convert engaged prospects into opportunities
- Allows you to understand their situation

Access

- Requires registration

Important Considerations

- Beginning of business development process
- Provide a benefit to the prospect
- Listen first, then educate





First Name

Last Name

Email

Phone Number

Org Name

BEGIN ASSESSMENT

Insider Threat Snapshot Assessment:

Are you prepared to stop an insider attack?

An insider threat could be a great danger to your organization – but it's hard to know how to best address so many evolving threats against your most vital information.

Our insider threat snapshot assessment is designed to gather a minimal amount of information about your organization's efforts to combat malicious insider attacks, unintentional data leaks, or other threats from within the organization to sensitive information.



The insider threat and risk assessment will:

- Automatically calculate your program's maturity based on your answers
- Compare your insider threat program against real-world benchmarks
- Create a report with future recommendations from Big Sky Associates Experts

Tips to Make Content Development Easier

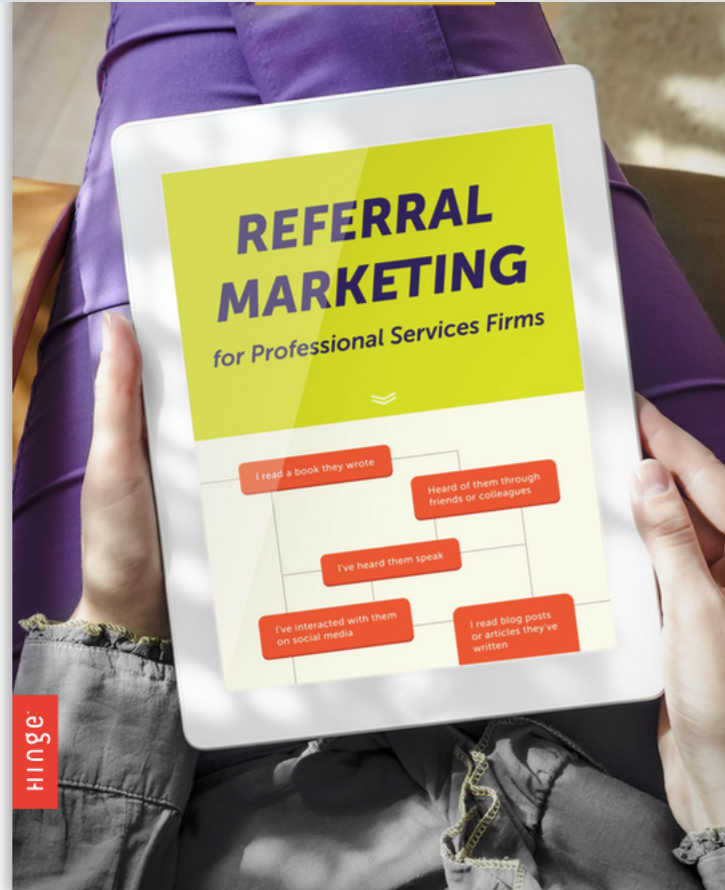
Who Should Write the Content?

- Subject matter expert (SME)
- Marketing person
- Professional writer
- Combination of these

Finding Efficiencies

- Schedule and prioritize
- Create a content calendar for planning
- Repurpose content

Research Report



Guide



Webinar



Blog Posts

Rethinking Referral Marketing: Understand Your Target Audience

ELIZABETH HARR 06/16/15

Rethinking Referral Marketing: Develop a Strategy

ELIZABETH HARR 07/08/15

Rethinking Referral Marketing: Demonstrate Your Expertise

SYLVIA MONTGOMERY 07/21/15

Using Offers to Transition

Types of Offers

- Allows prospects to move through the funnel
- 4 types:
 - Topic to topic
 - Visitor to lead
 - Lead to engage
 - Engage to opportunity



Offer Strategy

- Each piece of content should have an offer for the next-highest level of engagement
- Top of the funnel content can have topic-to-topic offers
- Don't waste offers
- One offer, multiple opportunities

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Three Blogging Tips for Professional Services Marketers

Blogging as a marketing tool is all about creating value through educating your audience. By offering your insights, you build your brand and invite in leads when they're ready to talk further about your services.

Blogging is so effective as a branding tool that nearly 74% of Visible ExpertsSM use blogs as a part of [their marketing strategy](#) and rate blogging as the fifth most impactful marketing tool.

These Visible Experts are industry leaders whose visibility and reputations make them brands unto themselves, giving their firms and ideas a leg up in the marketplace. These high profile professionals know what they're doing—and most of them are blogging.

If you haven't yet built a loyal following (and even if you have a large readership), you should always be working to get more eyes on your blog. [Promote and amplify your content](#) to increase your impressions and the exposure you'll get.

Publishing blog posts and letting them be won't get the results you want. Your content will quickly go stale and your efforts will have been wasted.

SEE ALSO: [5 Point Checklist to Ensure Your Content Gets Maximum Reach](#)

Share your posts on social media to drive website traffic. Have your marketing partners promote your content as well (and kindly return the favor to keep online relationships strong). Last but not least, *leverage your existing contacts*. You've got existing contacts who are likely interested in what you have to say. So, promote your blog posts through all the channels you use to reach prospects and clients, including through email, newsletters, webinars, and more.

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Rethinking Referral Marketing: Build Your Professional Network

At this point, we've gone through many of the steps needed to build a complete and powerful referral strategy:

1. [Referral Marketing and Your Professional Services Brand](#)
2. [Where Are You Now?](#)
3. [Understand Your Target Audience](#)
4. [Develop a Strategy](#)
5. [Demonstrate Your Expertise](#)

Now it's time to turn your attention to building our your professional network.

Clients and influencers tend to refer firms with expertise and reputations that they understand — firms they trust. But trust doesn't always proceed from a professional engagement. Often, it may arise as a result of your reputation, your expert content, your social interactions, or a mix of all three.

The fact is that your network is fertile ground for referrals. And today, your professional network extends far beyond the people you meet in person. Social media has grown to become an essential networking tool, hosting vibrant, ongoing conversations between industry leaders. [Our research shows](#) that 60% of professional services buyers use social media to evaluate potential providers.

FREE GUIDE

Rethinking Referral Marketing



Learn how your professional services firm can drive more referrals and new business by building a strong brand.

40 Pages

DOWNLOAD NOW



Lee Frederiksen <lfrederiksen@hingemarketing.com>

Aug 3 ☆

to me ▾



How can your marketing help you succeed?

Let's find out. We'd like to offer you a **full marketing assessment**. For \$3500, our professional services marketing experts will analyze your marketing efforts and provide practical, specially tailored strategies to improve your results.

[Request your assessment»](#)

We'll discuss your past and present marketing experiences to better understand your challenges. Then we'll conduct a review of:

- **Marketing Collateral:** We'll review existing materials, including brochures, pitch decks, trade show materials, and more.
- **Your Online Brand:** We'll assess how well your website, content, and social media presence reflects your brand, builds trust, and fuels growth.
- **Website Analytics:** What secrets are hidden in your analytics? We'll decipher your numbers and share the most revealing insights.

Based on our analysis, we'll give you specific guidance for priorities and implementation.

Ready to get started?

[Request your assessment today»](#)

Happy marketing,
The Hinge team

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Ready to get started?

[Request your assessment today»](#)

Promoting Your Content

How to Promote Your Content

- SEO
- Social sharing
- Lead nurturing
- Marketing partnerships
- Paid advertising



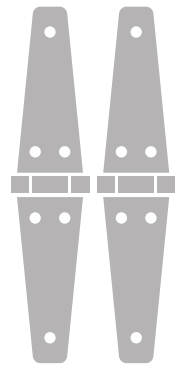
Join our next hands-on Visible Firm Workshop: **Build Your High-Performance Website**

Discover how to make your website a thought leadership platform,
a lead producer, and a powerful catalyst for growth.

Thursday, September 24 at 1:00pm EST

How?

Register at: <https://goo.gl/ZkcbYM>



Contact Info

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

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