



Visible Firm Online Workshop: Understand Your Buyer, Understand Your Competition

Asking the right questions when developing your marketing strategy will help you develop a targeted plan. In conducting research, you will be able to answer who your audience is, how to get in front of them, and how to speak to them to ensure that your firm is relevant to their needs.

Use this questionnaire to work through an abridged version of Hinge's Visible Firm benchmarking process. The complete benchmarking analysis accounts for many more variables in greater depths, weighting each data-point based on a proprietary algorithm. In this workshop, we will develop a provisional understanding of your firm's visibility and place within the industry.

Instructions

This worksheet will help gather and organize information about your target audiences. Use the space below each topic to fill in what you already know, what you learn by asking each audience segment, and what you find online. This information gathering will aid in your creation of differentiators, audience personas, and positioning statements unique to your firm.

Target Clients & Influencers

What are the organizational priorities that your services help address?

What you already know:

What you found online:

What you learned by asking:

Target Clients & Influencers (cont'd)

What approaches are your target clients considering to address these priority issues?

What you already know:

What you found online:

What you learned by asking:

Target Clients & Influencers (cont'd)

What are the best ways to get in front of that audience?

What you already know:

What you found online:

What you learned by asking:

Target Clients & Influencers (cont'd)

When is the client likely to take action to address the issue?

What you already know:

What you found online:

What you learned by asking:

Target Clients & Influencers (cont'd)

Why are your current clients selecting you?

What you already know:

What you found online:

What you learned by asking:

Target Clients & Influencers (cont'd)

*Who are your direct competitors?
How are you different from them?*

What you already know:

What you found online:

What you learned by asking:

Target Clients & Influencers (cont'd)

Who are the current thought leaders in this space?

What you already know:

What you found online:

What you learned by asking:

Target Clients & Influencers (cont'd)

What is your firm's existing reputation?

What you already know:

What you found online:

What you learned by asking:

Business Partners

What do potential partners want from the relationship?

What you already know:

What you found online:

What you learned by asking:

Potential Employees

What do your potential employees value?

What you already know:

What you found online:

What you learned by asking:

Potential Employees (cont'd)

How do they go about looking for a potential employer?

What you already know:

What you found online:

What you learned by asking:

Summary

The answers to these questions will be referred back to when creating your differentiators, brand positioning, and issues and topics. Thinking about the answers can help you develop a strategy that when executed, can help your firm become more visible in the marketplace and lead to faster growth.

About the Visible FirmSM Program

Designed to deliver more referrals, higher profits, and faster growth, the Visible Firm Program will build a powerful marketing platform to engage your audiences and increase your visibility. Based on the most extensive research into high-growth firms ever conducted, the Visible Firm Program will ground your marketing in science and leverage your firm's expertise to draw in the right audiences.