










The Visible FirmSM

Online Workshop:



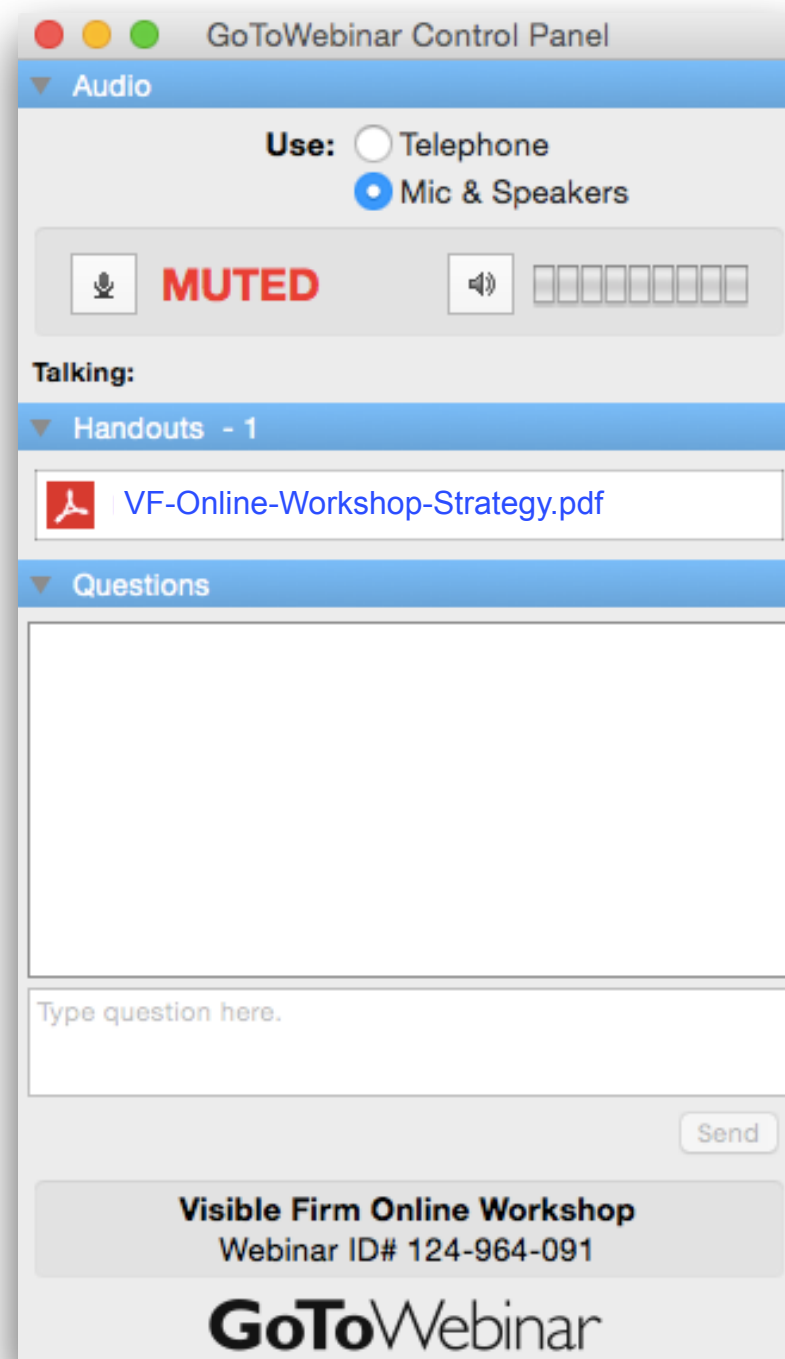
Secrets of Successful
Implementation — Turn a Great
Strategy into Great Results



Hinge UNIVERSITY

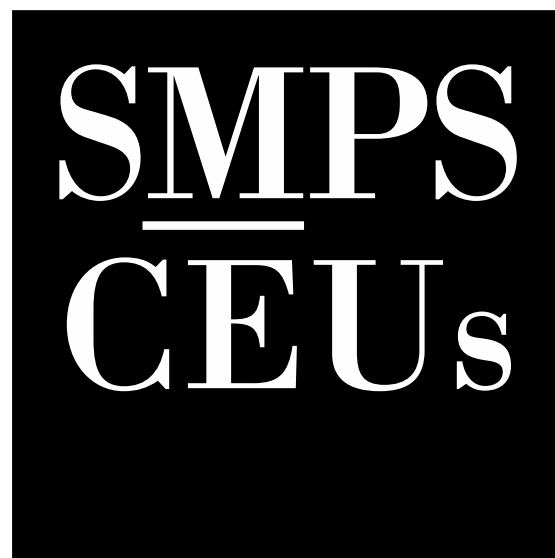


Download Today's Worksheet



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Steps:

1. Register to attend our webinars
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Workshop Instructor



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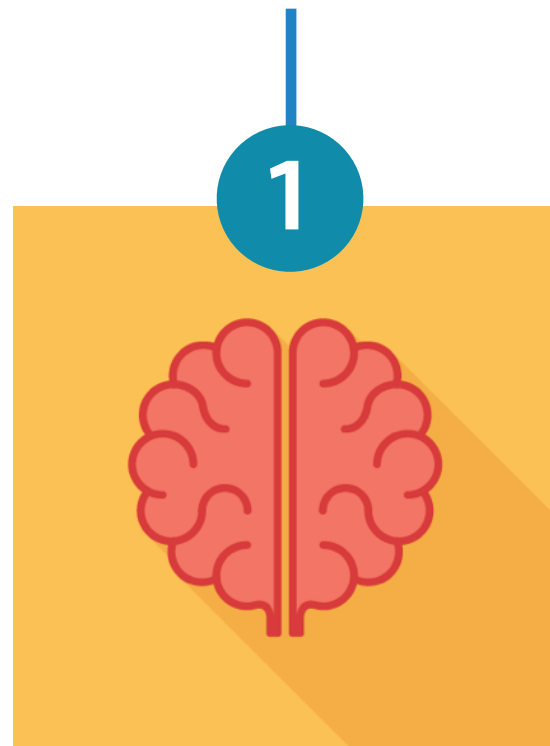
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The Visible Firm

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 **Common Implementation Issues**
- ② **Meet Today's Marketing Department**
- ③ **Meet Today's Business Developer**
- ④ **Processes and Tips**

Common Implementation Issues

“Our marketing and BD teams aren’t coordinating.”

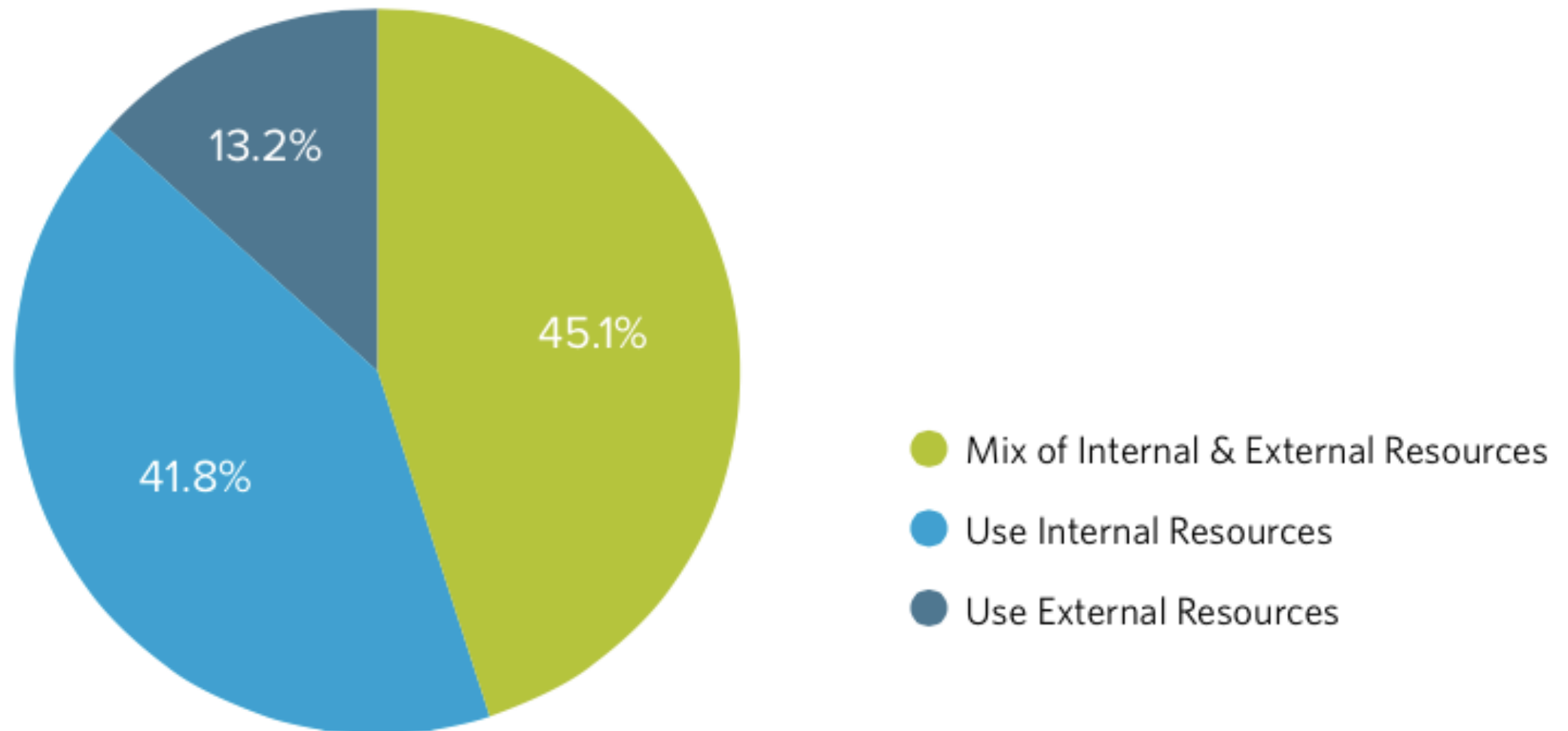
Meet Today's Marketing Department

What to Expect From A High-Growth Marketing Department

1. An understanding of your target market and competitors.
2. A strategy to drive growth and profitability.
3. Which services to offer and how to price them.
4. A steady flow of new leads and opportunities.
5. The ability to monitor and optimize implementation.



How Firms Are Approaching Marketing Today



Three Things You Must Have

1. A vision
2. A collaborative attitude
3. Continuous learning

What Skills Are Needed For Success

- Research
- Strategy
- Editorial content
- Marketing content
- Promotion
- Analytics
- Implementation support



Marketing Skill	Existing Skill	Train Internally	Hire Externally
Research			
Keyword research			
Target audience research			
Competitive research			
Guest posting opportunities			
Speaking opportunities			
Partnership opportunities			
Strategy			
Positioning and messaging			
Content			
Promotion			
Offers			
Networking			
Partnerships			

Research

- Keyword research
- Target audience research
- Topic research
- Competitive research
- Guest posting opportunities
- Speaking opportunities
- Partnership opportunities



Strategy

- Positioning and messaging
- Content strategy - issues and topics
- Promotion
- Offers
- Networking - events and social media
- Partnerships



Writing Editorial Copy

- Blog content and articles (own and guest)
- Newsletter
- Guides and white papers
- Ebooks and books
- Webinars and presentations
- Research reports



Writing Marketing Copy

- Promotional email
- Offers
- Ads
- Website copy
- Pitches
- Proposals



Promotion

- Networking and social media
- Partnerships
- Speaking opportunities
- Guest posts and articles



Analytics

- Website traffic
- Social media traffic
- Email
- CRM/Pipeline - leads, opportunities, proposals
- Conversions
- A/B Testing



Implementation Support

- Scheduling
- Project management
- Website management
- CRM/Marketing Automation management
- Content calendar management
- Graphic design and layout
- Presentation preparation



Meet Today's Business Developer

Business Development Skill	Rating	Improvement		
		<i>Self-Guided</i>	<i>Train Internally</i>	<i>Train Externally</i>
Cold call prospects				
Networking face to face				
Qualifying prospects				
Build relationships				
Persuade prospects with their presentation				
Negotiate with prospects				
Close the deal				
Make expertise visible				
Engage online				
Use content to educate and nurture				
Solve problems collaboratively with prospects				
Help influencers persuade their internal teams				

**Are traditional business
development skills enough?**

Cold call prospects

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Close the deal

**Today's BD Team
also needs to...**

Make expertise visible

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*Use content to
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Today's BD Team also needs to...

*Solve problems
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*Help influencers persuade
their internal teams*

Processes and Tips

Marketing Planning

- Determine where the tactics you'll use to reach your goals
- Ensure you have the resources necessary
- Prioritize your tactics
- Be sure you have the analytics to measure and track goals

Content Calendar

- Plan out how and when you are going to deliver your content to your audience
- Will help you stay organized and work around a schedule - content will be ready to deliver
- Will help you see at a high level if you're distributing your focus across your topics
- Will help you from a tactical level so you can plan ahead

Content Calendar - Spreadsheet Format

Week	Content Type	Content Title	Promotional Channel	Keyword
Week 1	Executive Guide (Core)	<i>3 Key Drivers of Your Profitability Strategy</i>	LinkedIn, Twitter, Facebook	Profitability Strategy
Week 1	Blog Post (Core)	<i>4 Demand Planning Essentials</i>	Blog, LinkedIn, Twitter, Facebook	Demand planning
Week 1	Executive Guide (Hospitality)	<i>Using Workforce Analytics to Gauge Profitability</i>	LinkedIn, Twitter, Facebook	Workforce analytics
Week 1	Blog Post (Hospitality)	<i>Get Real Results from Your Hotel Management System</i>	Blog, LinkedIn, Twitter, Facebook	hotel management system
Week 2	Blog Post (Core)	<i>Demand Management Mistakes that Kill Profitability</i>	Blog, LinkedIn, Twitter, Facebook	Demand management
Week 2	Email (Core)			
Week 2	Blog Post (Hospitality)	<i>5 Costly Workforce Management Mistakes</i>	Blog, LinkedIn, Twitter, Facebook	workforce management
Week 2	Email (Hospitality)			
Week 3	Blog Post (Firm)	<i>Use a Business Process Assessment to Uncover Cost Savings</i>	Blog, LinkedIn, Twitter, Facebook	Process Assessment
Week 3	Guest Blog Post (Hospitality)	<i>Hospitality Labor Management Practices that Drive Profit</i>	LinkedIn, Twitter, Facebook	labor management
Week 3	Blog Post (Core)	<i>The 4 Biggest Budgeting and Forecasting Mistakes</i>	Blog, LinkedIn, Twitter, Facebook	Budgeting and Planning
Week 4	Blog Post (Hospitality)	<i>Hospitality Labor Planning: Avoiding the Costliest Errors</i>	Blog, LinkedIn, Twitter, Facebook	labor planning
Week 4	Email (Hospitality)			
Week 4	Guest Blog Post (Core)	<i>Improve Forecasting in Businesses Facing Increasing Uncertainty</i>	LinkedIn, Twitter, Facebook	Forecasting in Business
Week 4	Email (Core)			
Week 4	Blog Post (Firm)	<i>The 4 Biggest Budgeting and Forecasting Mistakes</i>	Blog, LinkedIn, Twitter, Facebook	Budgeting and Planning

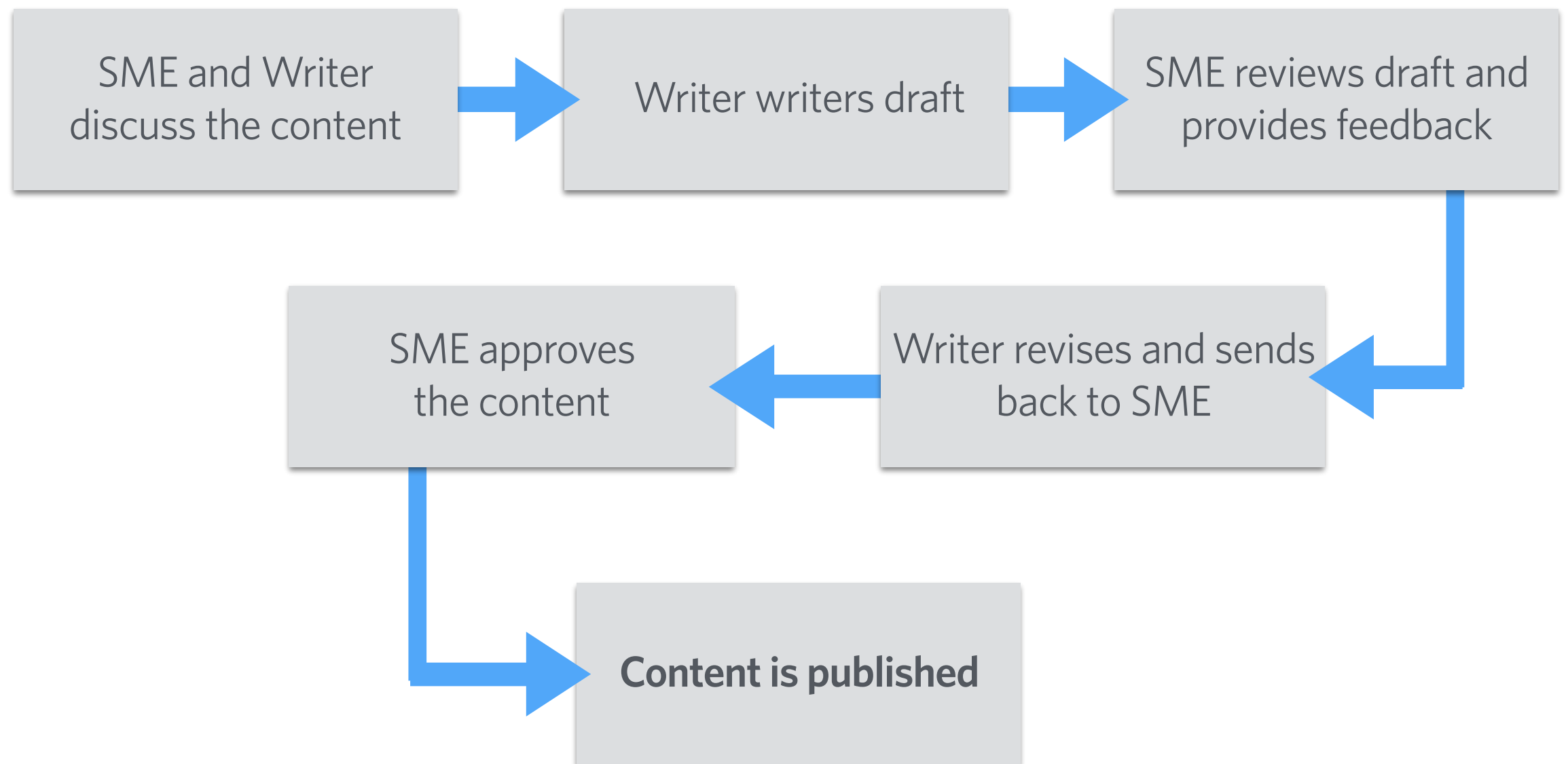
Content Calendar - *Calendar Format*

Monthly Content Pieces:	Blog	Email Marketing	Stock Content	Blogger & Partner Outreach	Webinars:
Week of March 2					
Monday, March 2, 15	<i>Developing Differentiators: How Research Can Help You Pass the Test</i>				
Tuesday, March 3, 15	<i>What Managing Partners Need to Know About Social Media</i>	Upcoming Webinar: Top 10 Benefits of Social Media Marketing		MultiVisionDigital Blog Post Goes Live (Write-Up by Robert Weiss)	
Wednesday, March 4, 15	<i>Top 5 Lead Generation Tips in Mgmt Consulting</i>		Publish Rethinking Referral Marketing Guide		
Thursday, March 5, 15	<i>Rebranding 101</i>	Offer: Free Branding Review			Partner Webinar: Social Media Today (Lee)
Friday, March 6, 15	<i>How to Create Compelling Technology Client Case Studies</i>				

Content Development Process

- Determine which SME's will be involved
- Assign a professional writer
- Can mix both external and internal resources

Content Development Process

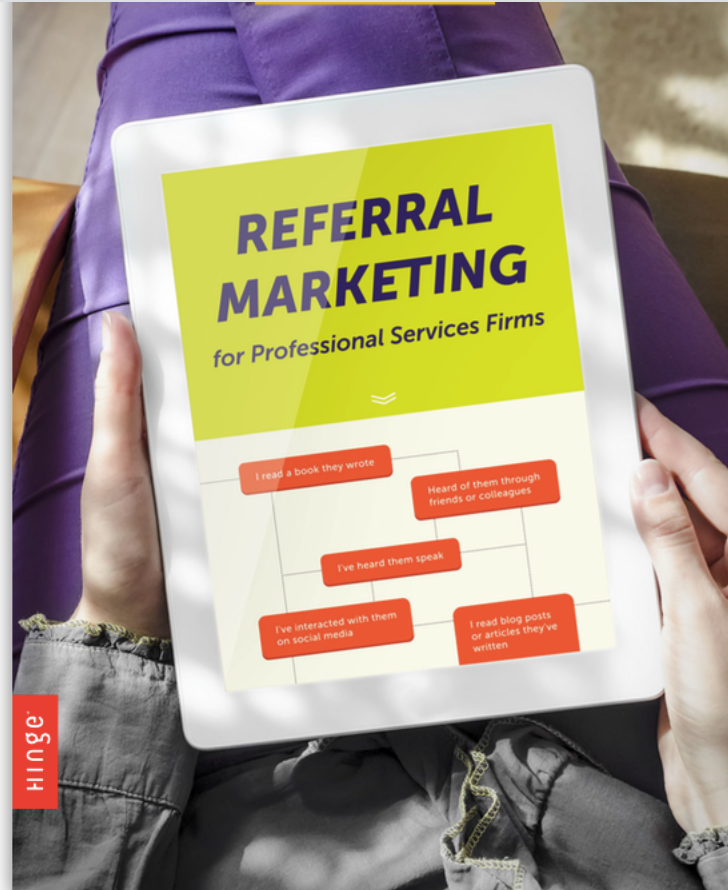


Content Development Process - Other Considerations

- Do you need to conduct research for the content?
- Will you need design resources?
- Can partners help distribute the content?
- How else might the content be used?

Repurpose your content to extend its life.

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

Implementing and Managing

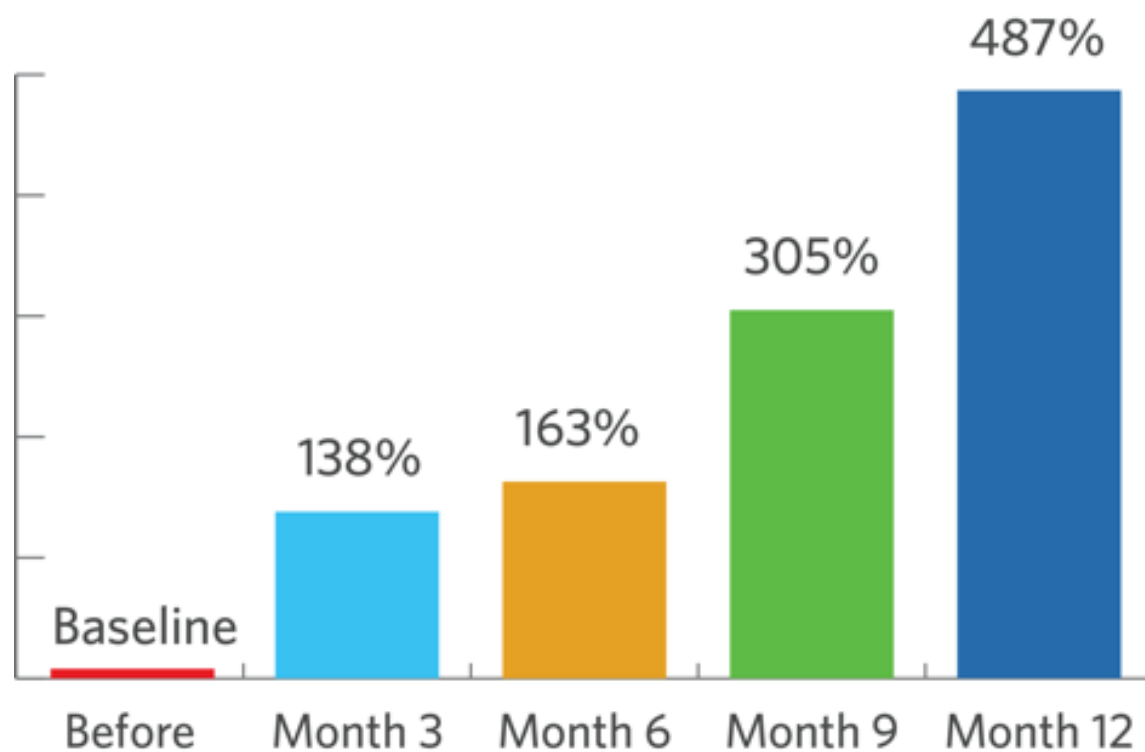
- Who will post the content on your website?
- Who will promote the content on social media?
- Who will draft the emails promoting the content?
- Who will send the emails?
- Who will do blogger outreach?

Analyzing and Adjusting

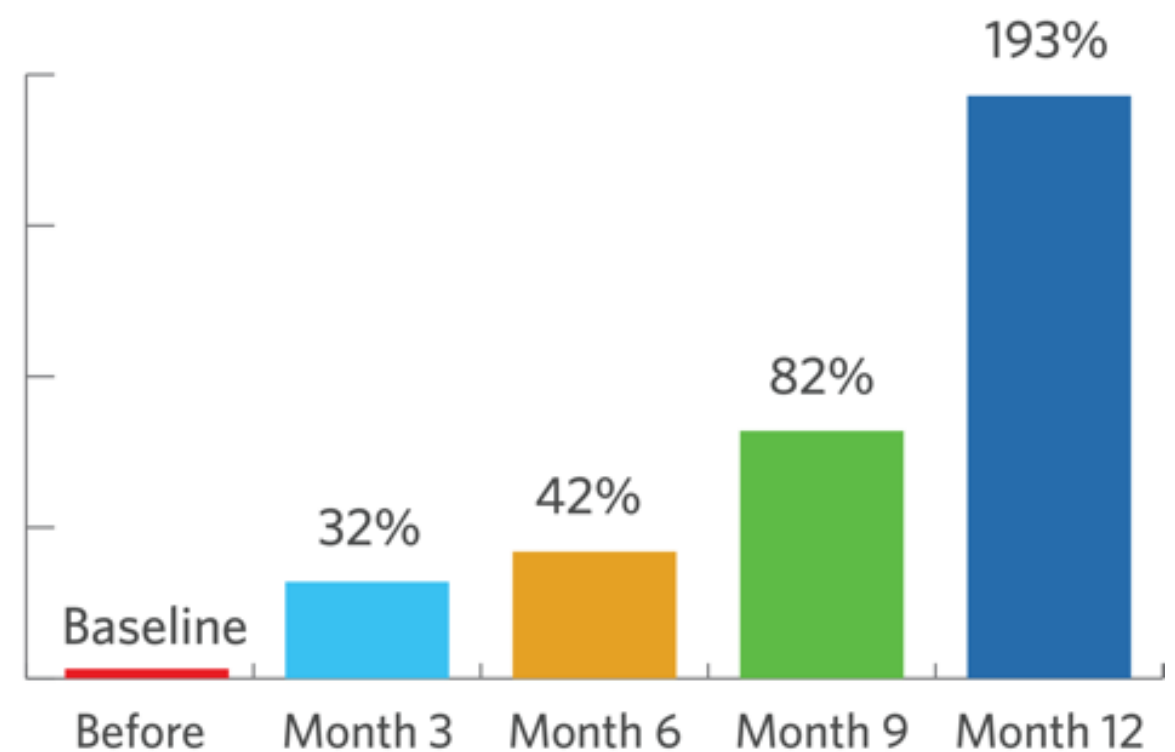
- Use analytics to identify if you're reaching milestones to ultimately reach your goal
- If you're not reaching your goals, digging deeper into issue to identify the cause - figuring out how to improve
- If you don't feel goals were set appropriately, adjust them to be more accurate and attainable

Results

Average increase in online leads



Average client web traffic growth



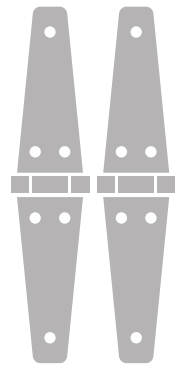


Join our next hands-on Visible Firm Workshop: **Track Your Data, Optimize Your Results**

Thursday, November 12 at 1:00pm EST

How?

Register at: goo.gl/gGP6p9



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