




# The Visible Firm<sup>SM</sup>




Online Workshop:



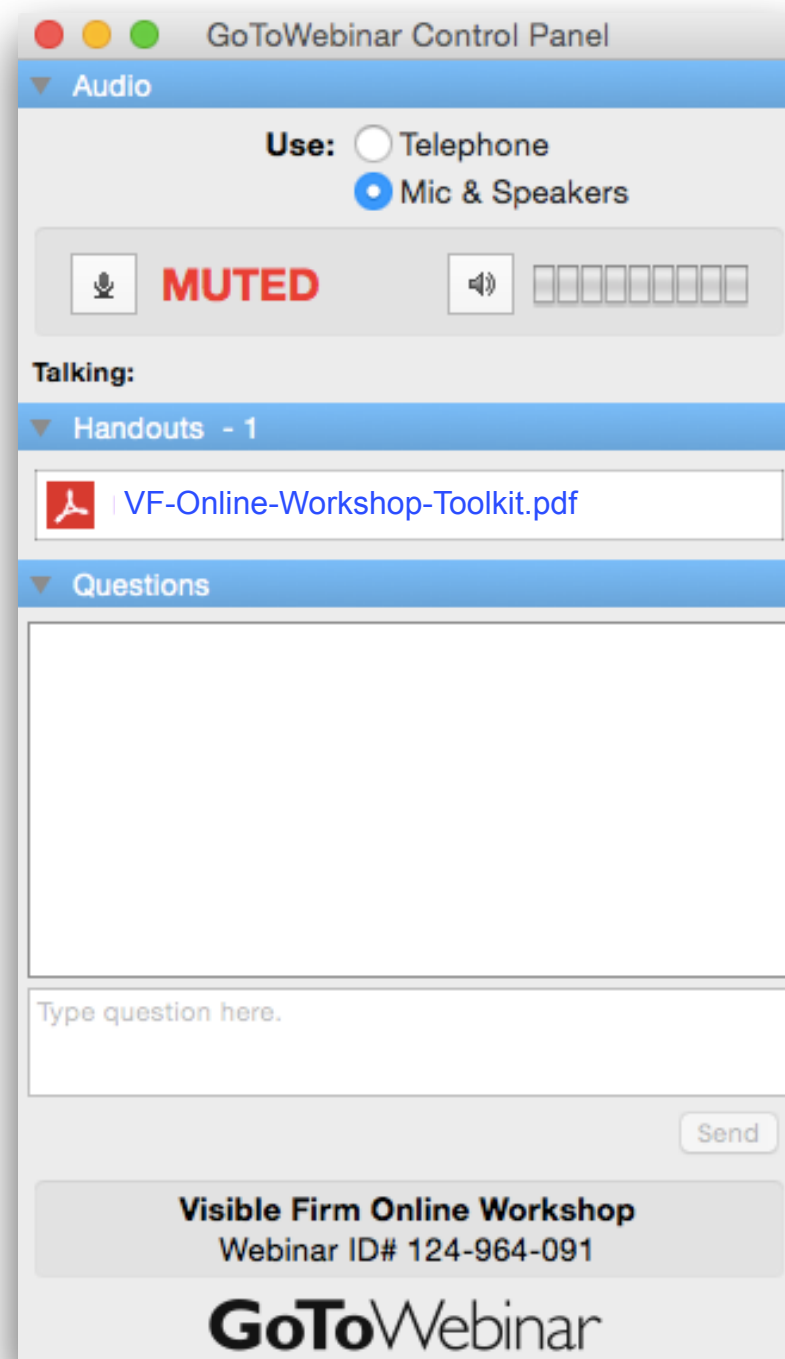
## How to Build a Lead-Generating Marketing Toolkit



Hinge UNIVERSITY

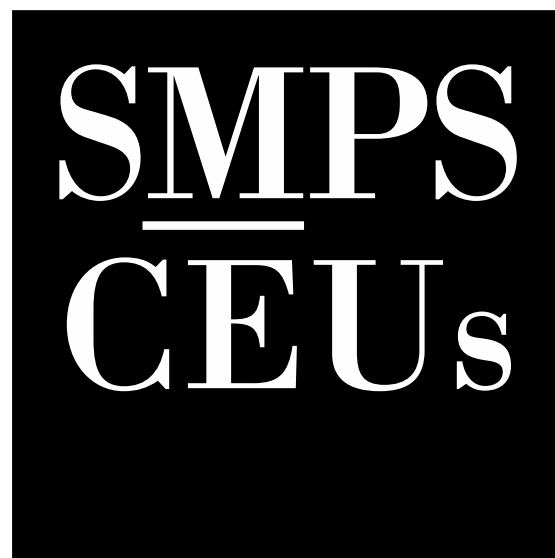


# Download Today's Worksheet



# SMPS CEUs

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



## Steps:

1. Register to attend our webinars
2. Attend the webinar
3. Email: [ceu@hingemarketing.com](mailto:ceu@hingemarketing.com)  
Subject Line: SMPS CEUs webinar credit
4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS

# Workshop Instructor



## **Lee Frederiksen, Ph.D.**

Managing Partner, Hinge Marketing

[lfrederiksen@hingemarketing.com](mailto:lfrederiksen@hingemarketing.com)

Connect with me on LinkedIn:

**in/leefrederiksen**

Connect on Twitter: **@HingeMarketing**



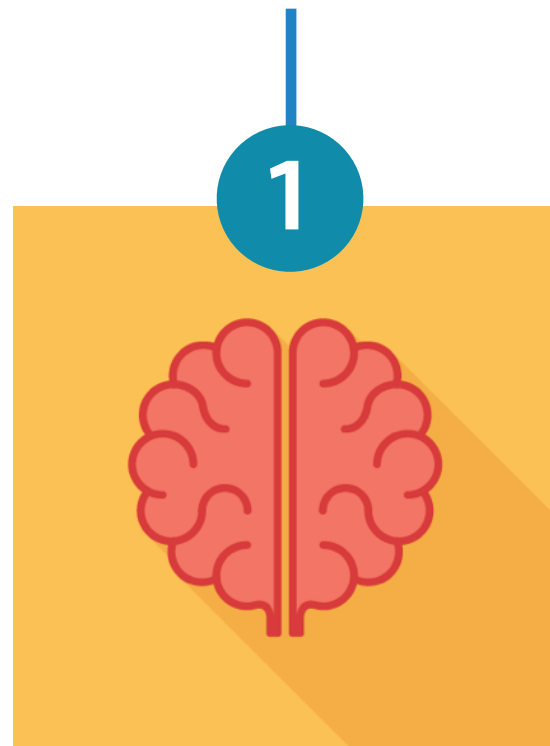


## *The Visible Firm*

**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 **Linkbuilding**
- ② **Social Media**
- ③ **Speaking Engagements**
- ④ **Networking**
- ⑤ **Email Marketing**

Linkbuilding

# Section 1: Linkbuilding

## Guest Posts

Blogs and Publications to Check Out for Guest Post Opportunities

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## Article Topics to Pitch

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## Shareable Content

Content Topic Ideas in Shareable Formats

### Research Based

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### List Posts

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# ***What is linkbuilding?***

Encouraging others to link to your content to drive **traffic** and boost **website authority**.

# Linkbuilding Strategies

- Guest posts
- Shareable content



# *How to Get Guest Posts*



# Step 1 - Develop Your Strategy

- Considerations
  - Topics you want to be known for
  - High-profile vs. niche
  - Keyword phrases

## Step 2 - Research Blogs and Publications

### Free Methods

- Google
- Social media
- Leverage your professional network

### Paid Methods

- Guest Crew  
[www.guestcrew.com](http://www.guestcrew.com)
- Guestr  
[www.guestr.com](http://www.guestr.com)
- Blogger Linkup  
[www.bloggerlinkup.com](http://www.bloggerlinkup.com)

## Step 3 - Review Policies and Guidelines

- Do they accept guest posts?
- Linking policy
- Post length, topics, tone
- Samples and tags

## Step 4 - Create Your Pitch

- Follow instructions
- Focus on readers
- Mention other posts/guidelines
- Get to the point

# Sample Guest Post Pitch

Get to  
the point

Hello Joe,

I'm a Marketing Coordinator at LBMC Security & Risk Services. We are familiar with Health Data Management and would like to submit a guest article idea as we feel our newest content would be a good fit for your readership.

The article would discuss the issue of HIPAA compliance, as it is a major source of confusion and many prevalent myths have emerged around the topic:

\* This post will catalog and bust some of the most common of those myths, **helping organizations make their compliance efforts more streamlined and more effective.**

\* Myths we'll cover include the notion that small organizations don't get audited, HIPAA compliance is too expensive for providers, and that security strategies with a history of success are sufficient.

Please let me know your thoughts, we do have additional article ideas as well. Thank you for your consideration!

All the best,  
Kevin

Focus on  
readers

Be flexible  
and open to  
feedback

## Step 5 - Draft and Submit

- Do what you say you will
- Follow the guidelines
- Timely follow-up and revisions

*Making Your Content Shareable*

# List Posts

## Top 5 Myths about Healthcare Security Compliance

10/08/2014 | By: [Mark Fulford](#), CISSP, CISA, ABCP, HITRUST, Partner, Risk Services

As information security experts, we work with a significant number of healthcare organizations. In this capacity, we have discovered a lot of misconceptions individuals have about HIPAA—and more specifically, how the laws apply to them. But in fairness to covered entities and business associates alike, the HIPAA guidelines can be confusing. HIPAA is complex, multi-faceted and not always as prescriptive as we would like. And until the past couple of years, unless you experienced a breach or complaint, there was little motivation to devote serious attention to compliance, since the OCR audits did not begin until 2012. To help bring clarity to this complex landscape, let's explore some of the common myths about HIPAA compliance.

**Healthcare Security Compliance: Make No Assumptions Myth #1. Our organization has great security controls. We must be compliant.** In many organizations, [healthcare security compliance is left up to the IT department](#) to figure out. Typically, the network has a firewall, an anti-virus system and perhaps some form of network intrusion detection in place. With so much protection, you must be compliant. Right? Not necessarily. Often times, even companies with tight security controls for their general business operations fail to comply with HIPAA directives. Here are some examples of how organizations with well-protected networks might be falling below compliance:



# Research-Based Content

## Content, Shares, and Links: Insights from Analyzing 1 Million Articles

Content | Analytics

This summer [BuzzSumo](#) teamed up with Moz to analyze the shares and links of over 1m articles. We wanted to look at the correlation of shares and links, to understand the content that gets both shares and links, and to identify the formats that get relatively more shares or links.

What we found is that the majority of content published on the internet is simply ignored when it comes to shares and links. The data suggests most content is simply not worthy of sharing or linking, and also that people are very poor at amplifying content. It may sound harsh but it seems most people are wasting their time either producing poor content or failing to amplify it.

On a more positive note we also found some great examples of content that people love to both share and link to. It was not a surprise to find content gets far more shares than links. Shares are much easier to acquire. Everyone can share content easily and it is almost frictionless in some cases. Content has to work much harder to acquire links. Our research uncovered:

- The sweet spot content that achieves both shares and links
- The content that achieves higher than average referring domain links
- The impact of content formats and content length on shares and links

# Opinion-Forming Content

LBMC

INFORMATION  
SECURITY

## UCLA Health System Data Breach Highlights Need for Data Retention Policies

07/22/2015 | By: Mark Burnette, CPA, CISSP, CISM, CISA, CRISC, CGEIT, ITIL, QSA, Partner, Information Security



This week news broke that the UCLA Health System's computer network was breached, allowing hackers to gain access to sensitive information on as many as 4.5 million patients.

# Videos

## Using Social Media as Your Primary (or Only) Link Building Tactic Probably Won't Work - Whiteboard Friday

Link Building | Whiteboard Friday

Using Social Media as Your Primary (or only) Link Building Tactic Probably Won't Work. Here's Why:

Amplify via Social Media → Attract Visitors → Naturally earn links and more social followers

Create Great Content → Grow potential audience and drive rankings potential

For most sites and most content, this won't work.

My theory: Google cares about engagement more than social shares

High Social  
Low Social  
Low Read Time

Via Chartbeat: engagement w/

We still need links to rank — social alone won't do it.

→ Outreach  
→ Link building content  
→ Link building, badges  
→ Link building analysis

Link building correlations w/ links  
Link building correlations w/ shares are down, slightly.

# of Shares

200 500 1,000

moz analysis:  
of all articles receive  
ial shares in

s and

6:55

Social Media

## Section 2: Social Media

*Determine what you want to accomplish with each social network and the strategy you will implement to achieve that goal. If you are not active on the network and do not wish to be, leave it blank.*



### LinkedIn

**Goal**

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**Strategy**

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# **Social media is the online version of networking with less restrictions.**

*No scheduling conflicts*

*No geographic barriers*

*No expensive travel*

# 59.9%

of buyers check you out on **social media**.

*Source: Referral Marketing for Professional Services Firms*

# 17.0%

of non-client referrals are made  
because of **social media.**

*Source: Referral Marketing for Professional Services Firms*



## Millennials' Revenge

18.2%

of referral makers 25-34 years old won't refer  
a provider who is **not on social media**.



# Benefits of Social Media

+ Increases your firm's visibility



# Benefits of Social Media

- + Increases your firm's visibility
- + Promotes your content



# Benefits of Social Media

- + Increases your firm's visibility
- + Promotes your content
- + Builds trust



# Benefits of Social Media

- + Increases your firm's visibility
- + Promotes your content
- + Builds trust
- + Helps your firm monitor its brand awareness



# Benefits of Social Media

- + Increases your firm's visibility
- + Promotes your content
- + Builds trust
- + Helps your firm monitor its brand awareness
- + Influences SEO



***Which social media outlets  
should you be active on?***

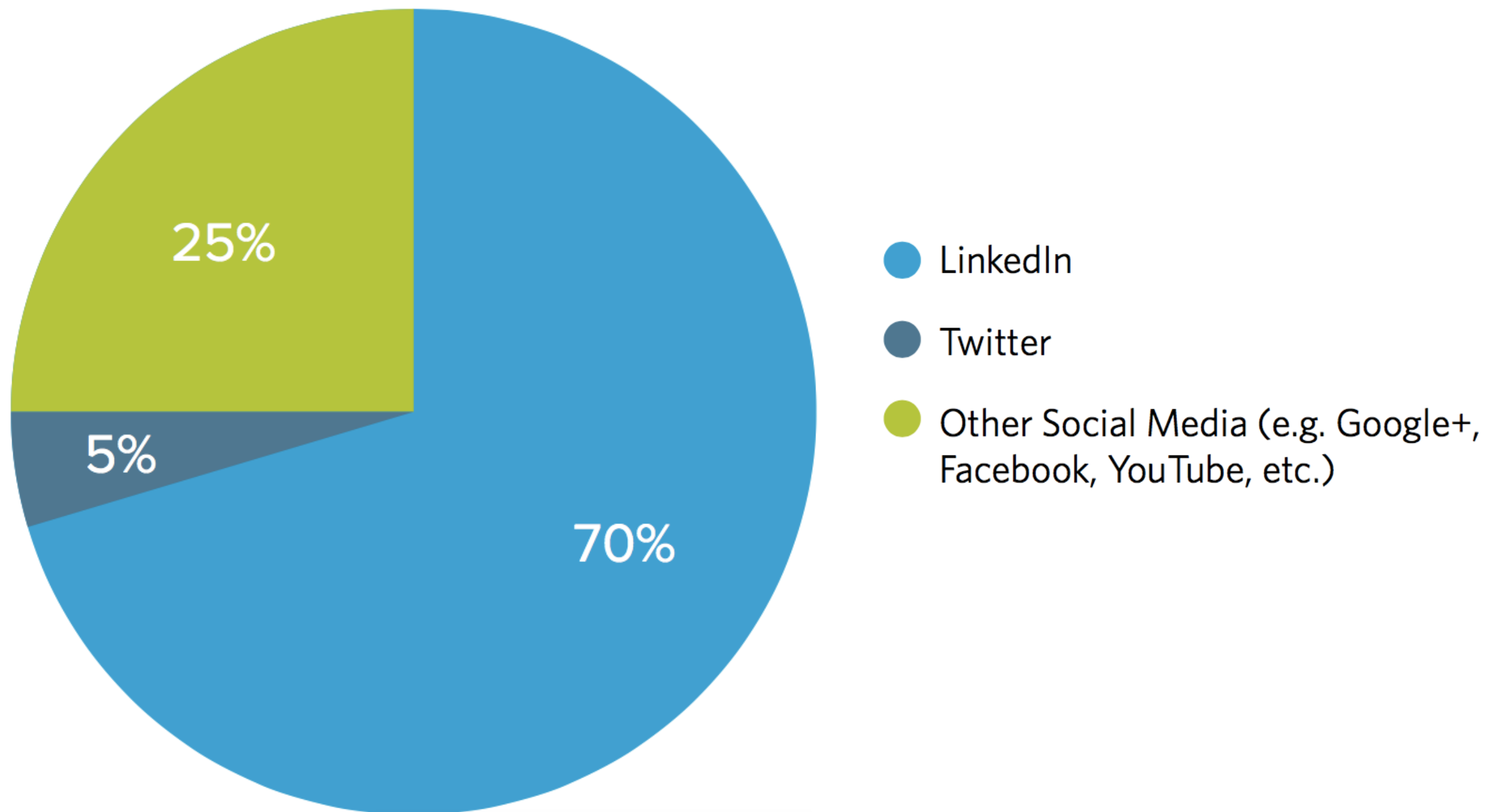




LinkedIn is the premier social network for business professionals and has over 300 million members.



## And LinkedIn is Their Social Network of Choice



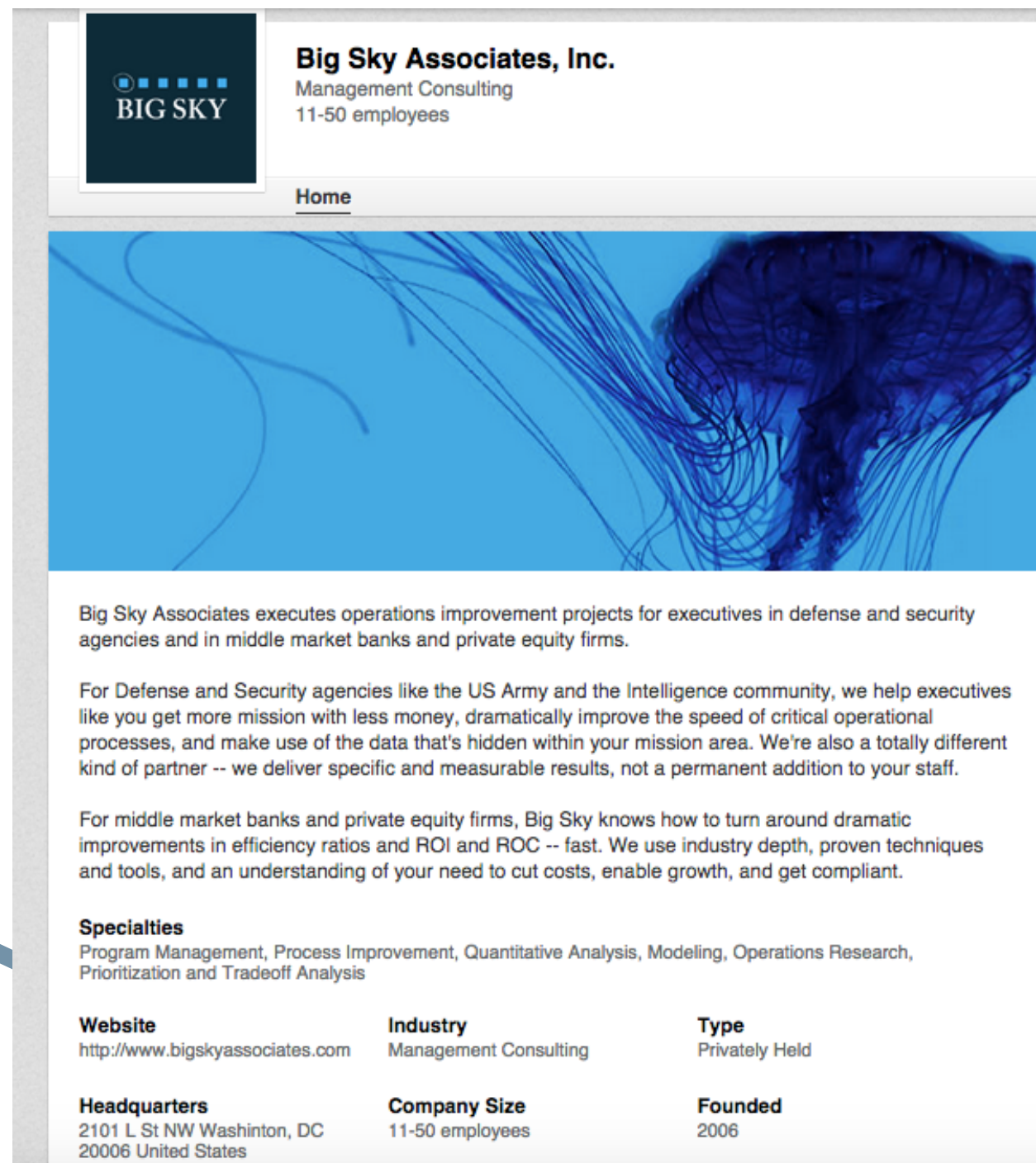
# LinkedIn - Building Your Company Page

Clearly states  
what they do

Professional  
photograph

Includes  
website

Clearly states  
who they serve



**Big Sky Associates, Inc.**  
Management Consulting  
11-50 employees

[Home](#)

Big Sky Associates executes operations improvement projects for executives in defense and security agencies and in middle market banks and private equity firms.

For Defense and Security agencies like the US Army and the Intelligence community, we help executives like you get more mission with less money, dramatically improve the speed of critical operational processes, and make use of the data that's hidden within your mission area. We're also a totally different kind of partner -- we deliver specific and measurable results, not a permanent addition to your staff.

For middle market banks and private equity firms, Big Sky knows how to turn around dramatic improvements in efficiency ratios and ROI and ROC -- fast. We use industry depth, proven techniques and tools, and an understanding of your need to cut costs, enable growth, and get compliant.

**Specialties**  
Program Management, Process Improvement, Quantitative Analysis, Modeling, Operations Research, Prioritization and Tradeoff Analysis

<b>Website</b> <a href="http://www.bigskyassociates.com">http://www.bigskyassociates.com</a>	<b>Industry</b> Management Consulting	<b>Type</b> Privately Held
<b>Headquarters</b> 2101 L St NW Washinton, DC 20006 United States	<b>Company Size</b> 11-50 employees	<b>Founded</b> 2006

# LinkedIn - Create Your Individual Profile

Professional  
photograph



## 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

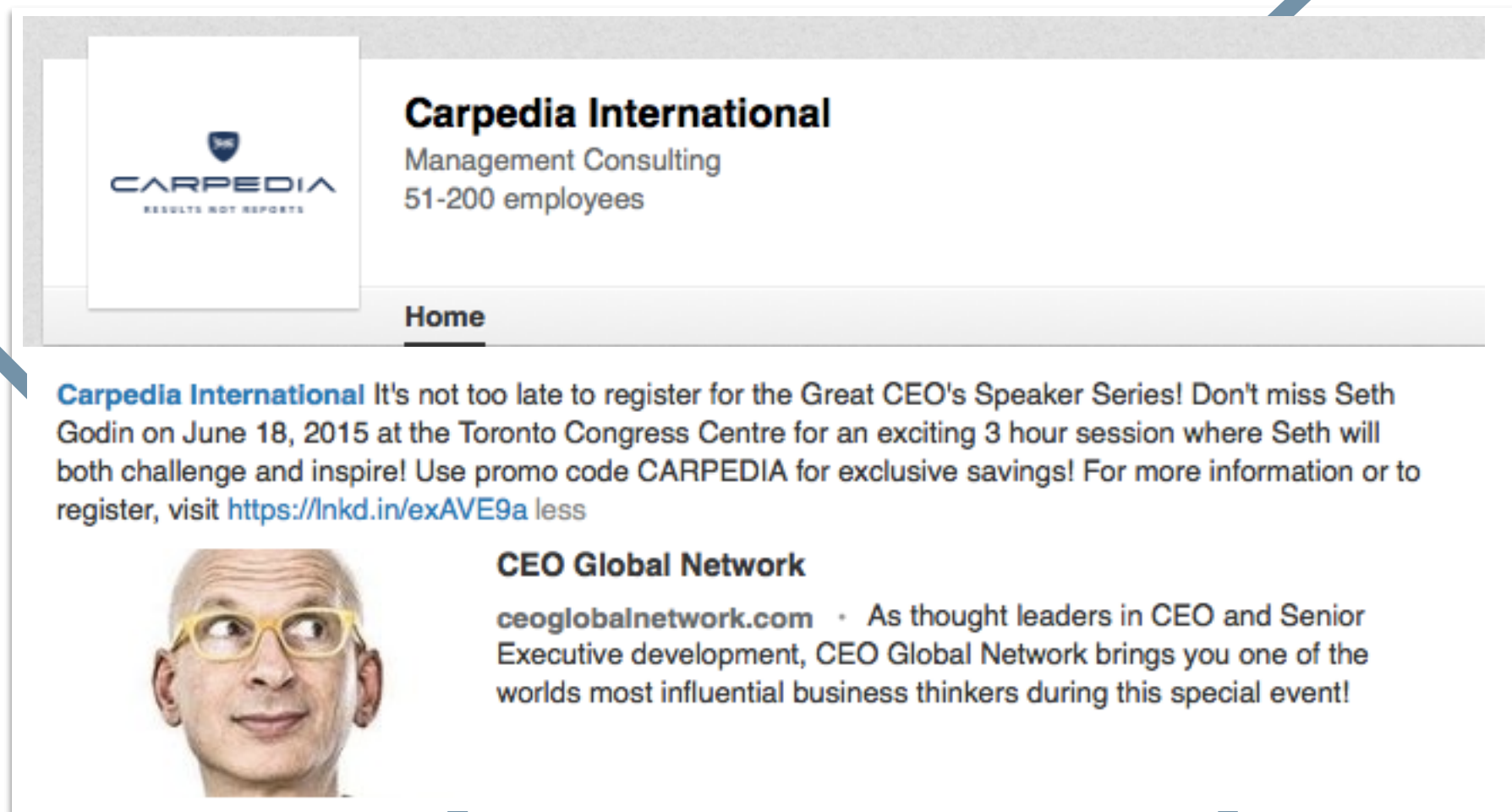
Descriptive title

Include relevant  
keywords

# LinkedIn - Share Updates

Keep short and  
to the point

Use images and  
videos to capture  
attention



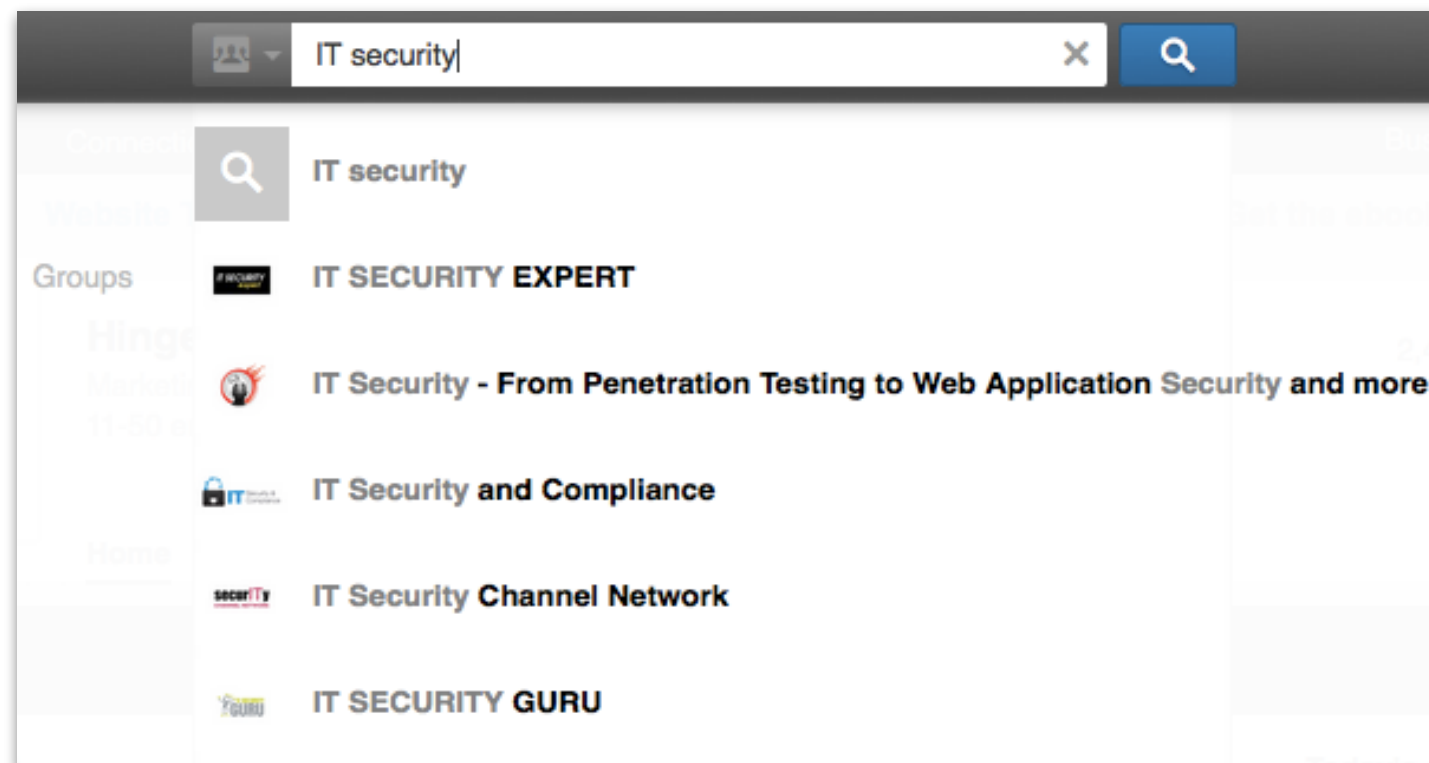
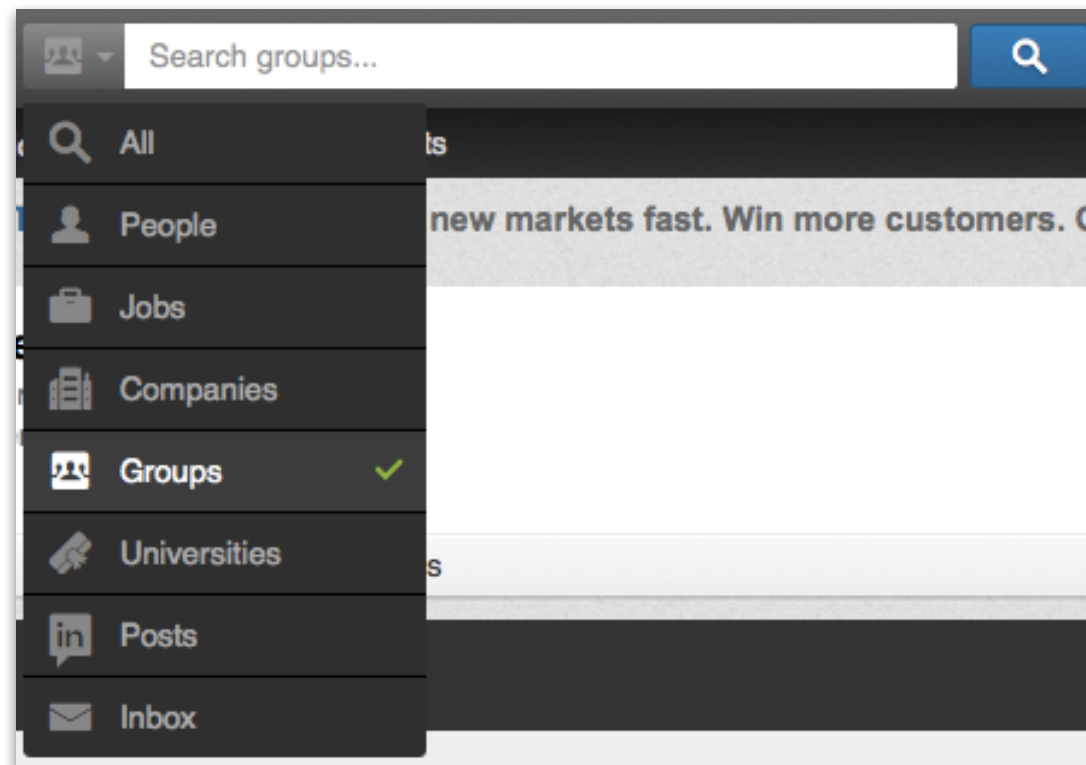
Share blog posts,  
stock content,  
upcoming events, etc.

Share updates 2-3  
times per day

# LinkedIn Groups

**Step 1:** Research groups that are relevant to your industry, reach the appropriate audience, and are active

# LinkedIn Groups





# LinkedIn Groups

15,777 results for IT security



## Information Security Community

Join the Information **Security** Community on LinkedIn - the largest community of infosec professionals in the industry, ...

60,147 discussions • 259,569 members

[Similar](#)

Join



## Security Industry Group

International LinkedIn group for companies and professionals from within the **security** industry: manufacturers, integrators...

35,315 discussions • 84,831 members

[Similar](#)

Join



## Information Security Network

This group is simply dedicated to information **security** professionals who want to network with other information **security** ...

41,386 discussions • 81,707 members

[Similar](#)

Join



## EHSQ Elite (No. 1 IN SAFETY) Environmental Health Safety Sustainability **Security** Quality Elite

Safety First! We are a platform for EHSQ Professionals to develop our Safety, Risk, Regulatory, Law, **Security**, ...

14,291 discussions • 68,809 members

[Similar](#)

Join



## Cloud Security Alliance

The Cloud **Security** Alliance has a mission to promote the use of best practices for providing **security** assurance within ...

11,010 discussions • 64,380 members

[Similar](#)

Join


# LinkedIn Groups


**Step 1:** Research groups that are relevant to your industry, reach the appropriate audience, and are active

**Step 2:** Review group policy, get a feel for topics and members, contribute to existing discussions





# LinkedIn Groups



Security Industry Group 

88,788 members

Join



### Group Profile

**Private group.** To request membership, click Join and your request will be reviewed by the group manager.

International LinkedIn group for companies and professionals from within the security industry: manufacturers, integrators, installers, vendors, consultants and security managers. Let's use LinkedIn to liaise and network when possible and appropriate.

Visit [SecIndGroup.com](http://SecIndGroup.com) for more info.

### About this Group

**Created:** March 21, 2008  
**Type:** Networking Group  
**Members:** 88,788  
**Subgroups:** 10  
**Owner:** [Maarten Mijwaart](#)  
**Managers:** [Ido Wentink](#)  
**Website:** <http://www.secindgroup.com>

### Group Members in Your Network

[Group Rules](#)

# LinkedIn Groups

## Group Rules



Please respect the following group rules:

The objective of this group is to share knowledge and network with fellow industry representatives. The focus of this group is on security. Please refrain from using group resources to promote products or services that do not relate to security.

Do not use the Discussions forum for commercial messages. Use the Promotions section for that.

Do not use the Discussions forum for job related messages. Use the Jobs section for that.

Only people with individual LinkedIn profiles are allowed membership. Company accounts are denied access.

Please respect the cultural diversity of the group and communicate with fellow group members in a respectful way. Disrespectful behaviour is neither tolerated nor discussed and will result in a permanent ban.

Please be aware of the existence of subgroups for special interests. Use these subgroups accordingly.

Let's keep this an interesting and appealing group to all. Treat others as you would like to be treated yourself.

Best regards,

Maarten

# LinkedIn Groups

**Step 1:** Research groups that are relevant to your industry, reach the appropriate audience, and are active

**Step 2:** Review group policy, get a feel for topics and members, contribute to existing discussions

**Step 3:** Start insightful conversations about current trends/issues in your industry, your personal experiences, and best practices

# LinkedIn Groups



**Joy-Fleur Brettschneider** Multilingual marketing professional and technology geek

## With Budgets Flat, EMEA is Underinvesting in Security - has your budget gone up or down?

Businesses in EMEA are currently underinvesting in security according to the IT professionals that work for them. A full 54% have expressed concerns that their organization is not adequately investing in security, despite greater awareness of cyber threats, and 45% don't feel their company data is adequately protected.

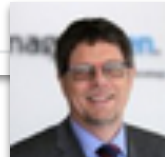
State of IT Report by Spiceworks

<http://www.spiceworks.com/marketing/state-of-it/report/> less



## With Budgets Flat, EMEA is Underinvesting in Security

infosecurity-magazine.com • A disconcerting 68% and 60% of EMEA companies surveyed are still running Windows XP and Windows Server



**Brad Entwistle** Managing Director at imageseven

## Do you know what a client's experience is of your firm?

The importance of customer service <http://i7.cc/1KHl0Vg>



Sign up to our  
professional service  
marketing newsletter

[sign up now](#)

## Do you know what a client's experience is of your firm?

i7.cc • What is your clients experience of your firm, do you know?

# LinkedIn Groups

**Step 1:** Research groups that are relevant to your industry, reach the appropriate audience, and are active

**Step 2:** Review group policy, get a feel for topics and members, contribute to existing discussions

**Step 3:** Start insightful conversations about current trends/issues in your industry, your personal experiences, and best practices

**Step 4:** Continue the engagement by replying to those who comment on your discussions and offering insights in other discussions



# LinkedIn Groups

**Capt. Robert Misch, CPO** Captain/Site Supervisor at G4S

## Career Development

Security Managers: Which is more important for career advancement to Branch Office positions or corporate management positions, advanced degrees or industry certifications? If advanced degrees (Masters, Graduate Certifications, or higher) which ones? If industry certification is a better course after a Bachelor Degree is obtained, which certifications?

[Comment \(5\)](#) • [Like \(6\)](#) • [Follow](#) • [Report spam](#) 3 months ago

 [Stuart Hunt Dip.CSMP®](#), [Hilton Human](#), [Andre de Pauli](#), +3 like this


**Vana Hlabangana**  
Industry Certification and Graduate Certification  
[Like \(0\)](#) • [Report spam](#) 3 months ago

**Jonathon Harris, PSP**  
My recommendation is to start with the certification; with the bachelors degree in pocket, that combo will open up the initial doors. If you want to reach the higher levels in the branch or the C-suite, I would say an MBA is the way to go. It will give you the broader business side of things, which you may not otherwise be exposed.  
[Like \(0\)](#) • [Report spam](#) 3 months ago

**Capt. Robert Misch, CPO**  
Which certifications are recognized the most? I don't yet qualify for CPP so what ones would you all recommend in the interim? I am already CPO certified by the IFPO.  
[Like \(0\)](#) • [Report spam](#) 3 months ago


**Gustavo Dietz**  
All depends on your goals.  
One suggestion is to analyze the resume of someone occupying the chair you are looking for in the long term and see what kind of qualification, certification and skills they have and work in a career plan considering that you will need to accomplish this at minimum.  
[Like \(0\)](#) • [Report spam](#) 3 months ago

# LinkedIn Groups

**Brad Entwistle** Managing Director at imageseven

## Do you know what a client's experience is of your firm?


The importance of customer service <http://i7.cc/1KHl0Vg>



### Do you know what a client's experience is of your firm?


i7.cc • What is your clients experience of your firm, do you know?

[Comment \(2\)](#) • [Like \(0\)](#) • [Follow](#) 25 days ago

**John Tyreman**

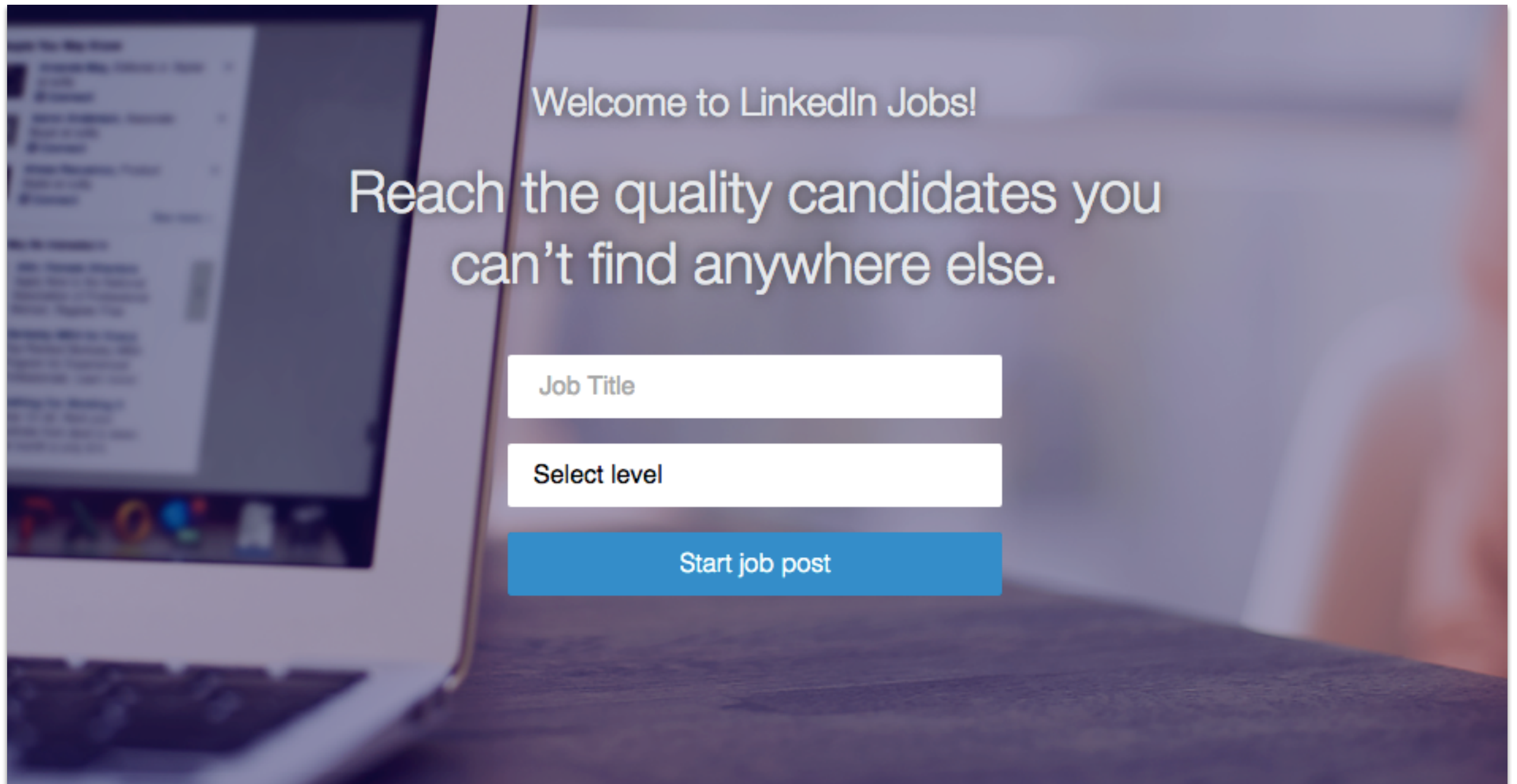
Brad, thank you for sharing Laura's post. To add to her thoughts, good customer service has always been something I expect at first when engaging with a brand. My dissatisfaction of bad customer service will have a larger effect on my perception of a brand than if I had a truly smooth experience. Other than customer service, what do you believe differentiates a good client experience from a poor one? [less](#)

[Like \(0\)](#) • [Reply privately](#) • [Delete](#) 24 days ago

**Brad Entwistle**


John, delighted you enjoyed the post. Great question. Delivering value and a quality service to the client consistently over time also has a large impact on the client experience.

# LinkedIn - Use to Recruit New Talent





# LinkedIn - Use to Recruit New Talent

**Cherry Bekaert<sup>LLP</sup>**  
CPAs & Advisors

## Tax Accountant


Cherry Bekaert LLP - Hampton Roads, VA

Posted 7 days ago


[Apply on company website](#) [Save](#)

Other Details

About this job

 Job description

We have an exciting opportunity to join a large, regional Top 25 CPA firm that offers excellent training, development, and professional growth. We seek a Tax Accountant for our Hampton Roads, VA office. You will have lots of contact with outstanding clients in a variety of industries including manufacturing, distribution, real estate, construction, technology, and life sciences.

 Desired Skills and Experience

Cherry Bekaert LLP is a place where we are dedicated to providing an environment that enables you to continually learn and have the opportunity to apply what you've learned. You'll engage in challenging assignments that develop your expertise and abilities to their highest level. Your contributions will be valued, and there are no limits as to what you can achieve here.



Twitter allows for real-time conversations and connection with industry thought leaders.



# Twitter Tips



Grow Forward





**Cherry Bekaert**<sup>LLP</sup>  
Your guide forward

**Cherry Bekaert**  
@CherryBekaert FOLLOWS YOU

Keep up to date with business tax and accounting news here.

📍 Southeast US  
🔗 [blogs.cbh.com](https://blogs.cbh.com)  
🕒 Joined November 2009

TWEETS **1,916** FOLLOWING **294** FOLLOWERS **1,009** FAVORITES **30** LISTS **4**  **Following**

**Tweets** Tweets & replies Photos & videos

**Cherry Bekaert** @CherryBekaert · 2h  
Coalition reveals new system for college applications: [bit.ly/1YU4BCi](https://bit.ly/1YU4BCi)

- 🐦 Include keywords and hashtags in your bio
- 🐦 Follow other thought leaders in your industry

- 🐦 Post multiple times per day
- 🐦 Tweet with relevant hashtags
- 🐦 Respond and engage



Facebook can be used for  
to recruit and to target specific audiences.



Google+ is often thought of as the best social network to help with your firm's SEO.



YouTube is the go-to social network for  
multimedia content.

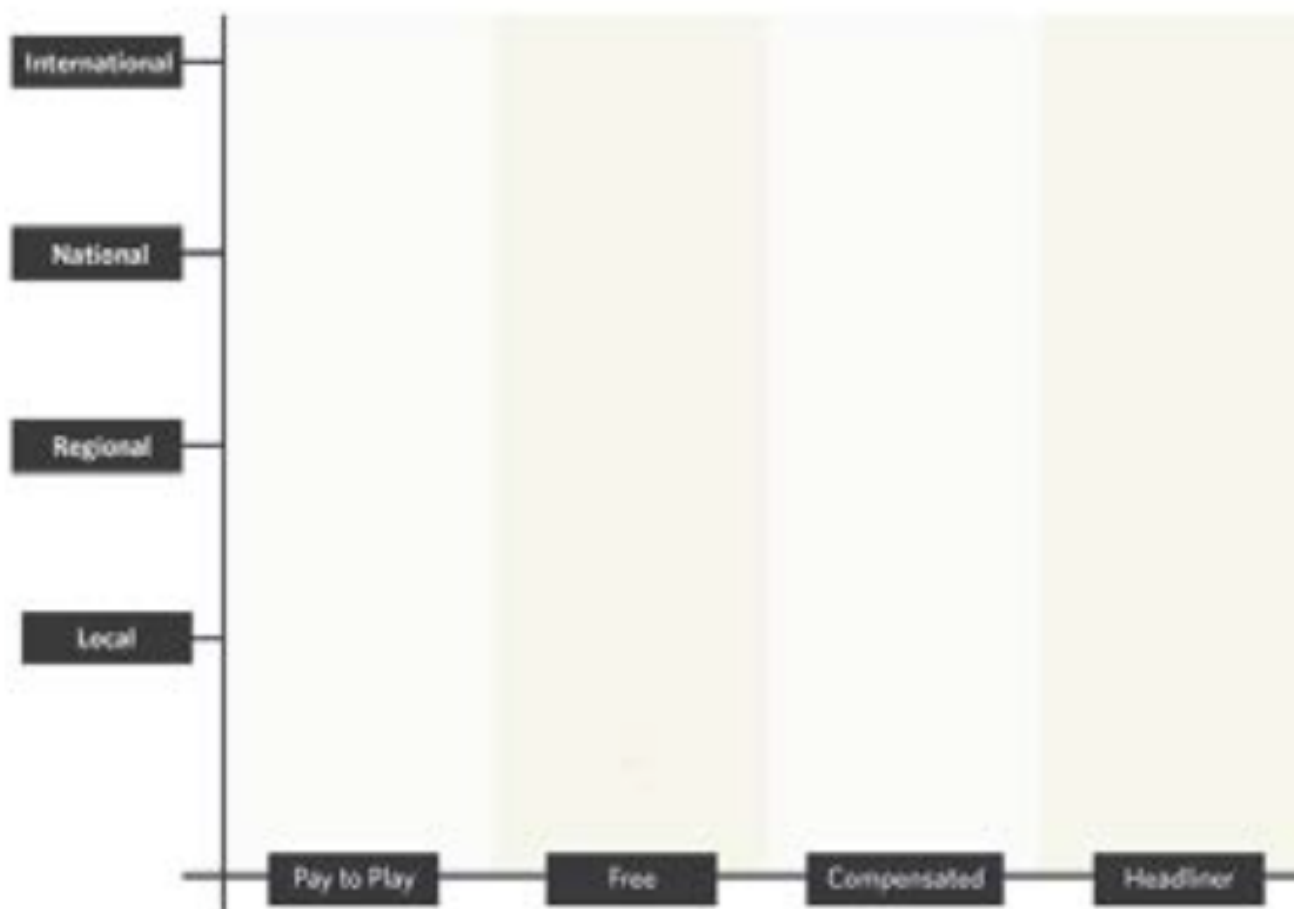


Pinterest is arguably the most creative and  
visually oriented community.

# Speaking Engagements



## Section 3: Speaking Opportunities



Indicate which level you or members of your firm are at now and where you would like to be.

### **Speaker's checklist:**

- ☐ Offer to speak
- ☐ Include a speaking bio on your website
- ☐ Put photos of you speaking on your website
- ☐ Create a speaking reel
- ☐ List your past speaking engagements

## Speaking Engagements to Pursue

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## Presentation Topic Ideas

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# 91%

of industry experts use **speaking engagements**  
as a marketing tool.

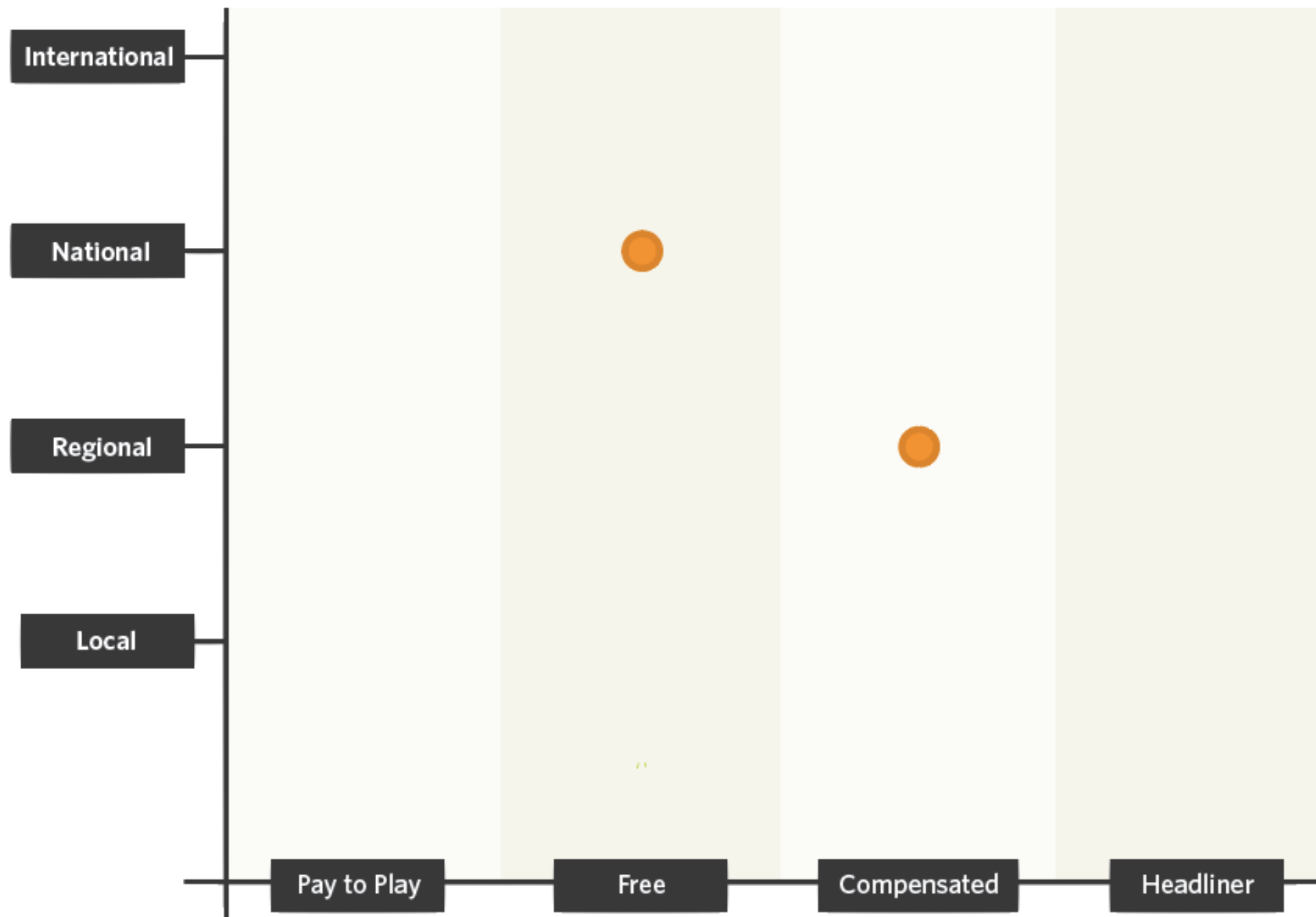
*Source: Referral Marketing for Professional Services Firms*

# 30%

of non-client referrals are made  
because the **referrer has heard them speak.**

# *Securing Speaking Opportunities*

# Where Do You Stand Now?



# Make it Known You're Available to Speak

- Offer to speak
- Photos
- Speaking bio
- Presentation topics
- Speaking reel
- Past speaking engagements

# Resources to Find Speaking Opportunities

```
graph TD; A[Resources to Find Speaking Opportunities] --> B[Search for events online]; A --> C[Look at your competitors]
```

**Search** for  
events online

Look at your  
**competitors**



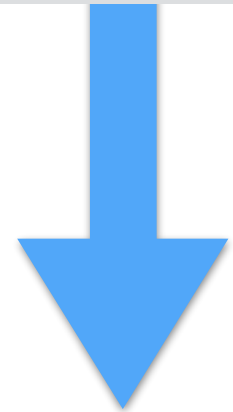
Book



Premium content



Research



## Presentation Topic

☒ Relevant to audience

☒ Relevant to your services

# Components of a Winning Speaking Pitch

- ☒ Intriguing title
- ☒ Strong support and credibility
- ☒ Clear benefits to audience

*Develop Your Presentation*

# Presentation Tips



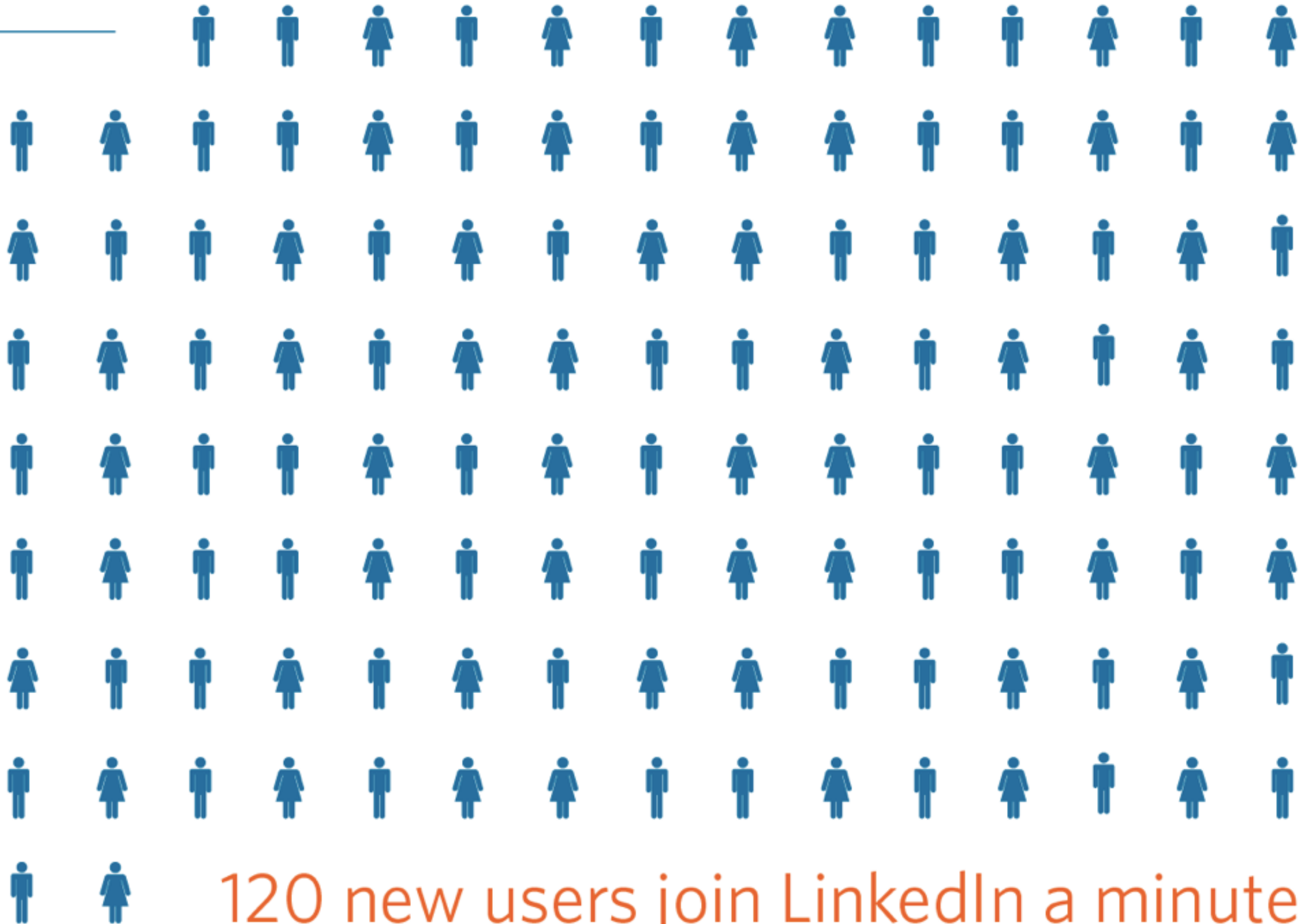
Practice to  
improve your skills

Provide value for  
the audience

Include an offer  
and follow up

Ask for feedback

# Use High-Quality Visuals



# Use High-Quality Visuals

## How Do Clients Choose an Accounting Firm?



# Stay Away from Cheesy Clip Art



# Don't Overload with Text

## Marketing Plan

- The first line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The second line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The third line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The fourth line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The fifth line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- Is anyone still reading this?
- Or are you asleep?



Networking

## Section 4: Networking

### Events to Target

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### Prior Preparation

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### Actions to Take During Events

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### Following Up After the Event

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## Going Beyond Traditional Client Referrals

81.5%

of firms have received a referral from  
people **they have not worked with.**

*Source: Visible Experts<sup>SM</sup>: How High Visibility Expertise  
Helps Professionals, Their Firms, and Their Clients*

*Prior to the Event*

# Do Your Research

- **Who** will attend the event?
- What are they trying to **accomplish**?
- What are the **networking** opportunities?
- Are there **speaking** opportunities?
- What **benefit** might you bring?

# Prescheduling Meetings

- Works well for destination events
- Have a place to meet
- Must have a reason to meet
- Plan for on-site changes
- Always have a next step

*During the Event*

Don't be a  
lost puppy

Add value to  
conversations

**HELLO**  
**I AM...**

Networking

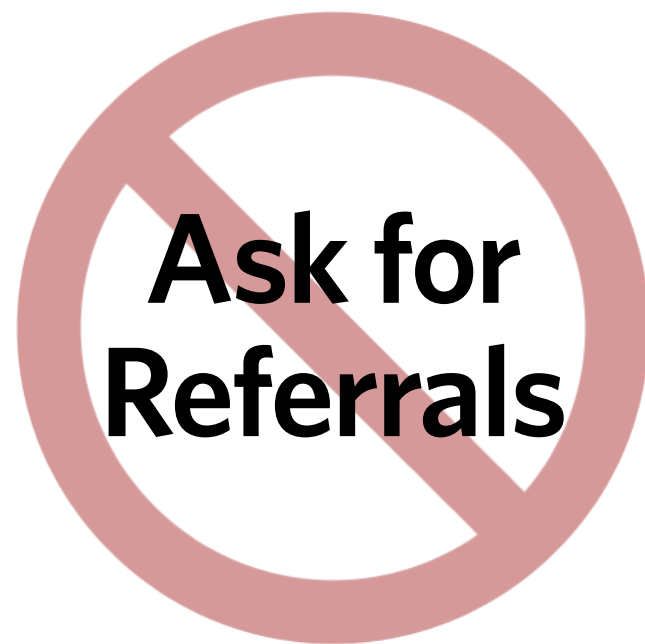
Listen

Make one  
memorable  
point

Ask first,  
then tell



## Networking No No's



*After the Event*

# Follow Up

- Thank yous
- Social media connections
- Follow up information
- Discuss next steps

# Email Marketing

## Section 5: Email Marketing

### Emails Containing Educational Content

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### Email Containing an Offer

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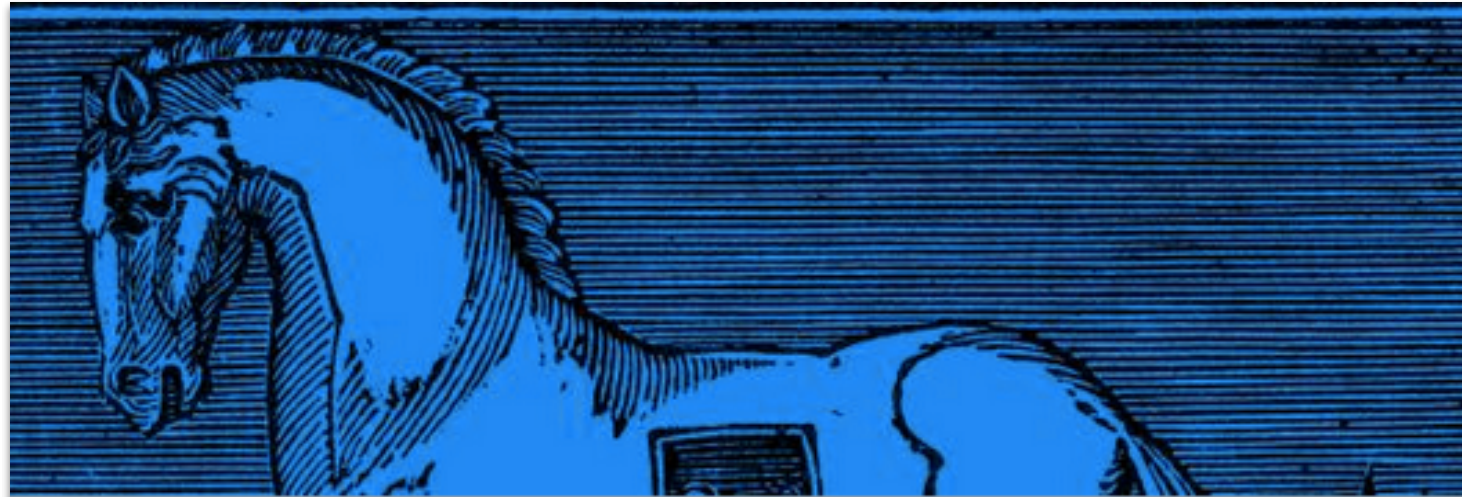
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# Types of Emails



# Educational Content



LBMC

INFORMATION  
SECURITY



## Is Your Organization Prepared for a Breach?

*OPM. Anthem. Target.* The number of breaches and variety of threats continue to grow. And board members and the C-suite see the full impact a data breach has on company reputation.

Your organization's security needs are continually evolving — and so are regulatory requirements — making the job of managing data security even more challenging.

Senior executives understand they need a new game plan. That's why we wrote our new, free guide, *Breach: A Guide to Network Security Best Practices for Prevention, Detection and Response*.

[Download the Free Guide »](#)

# Offers



## It's time to protect your business.

### Get started for free today.

Let's face facts: your organization is in the crosshairs. From retailers to tech companies to federal agencies, every sector of today's economy is feeling the heat from hackers.

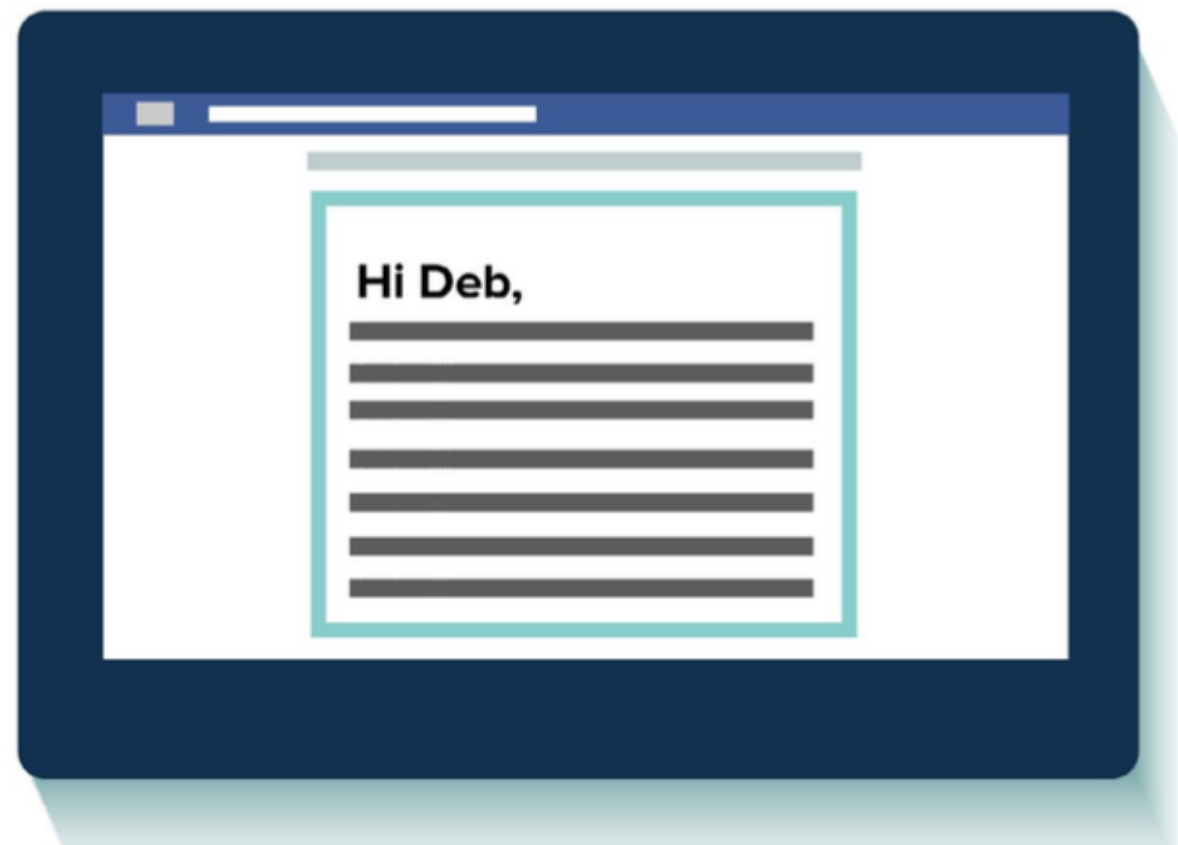
Don't wait until it's too late to protect your data and your business. We're offering a **30 day free trial** so you can have peace of mind knowing that LBMC Security's top-tier managed security services are at work for you. Learn how we take the stress out of cyber security by providing around-the-clock intrusion detection and real-time monitoring.

[Start my free trial »](#)



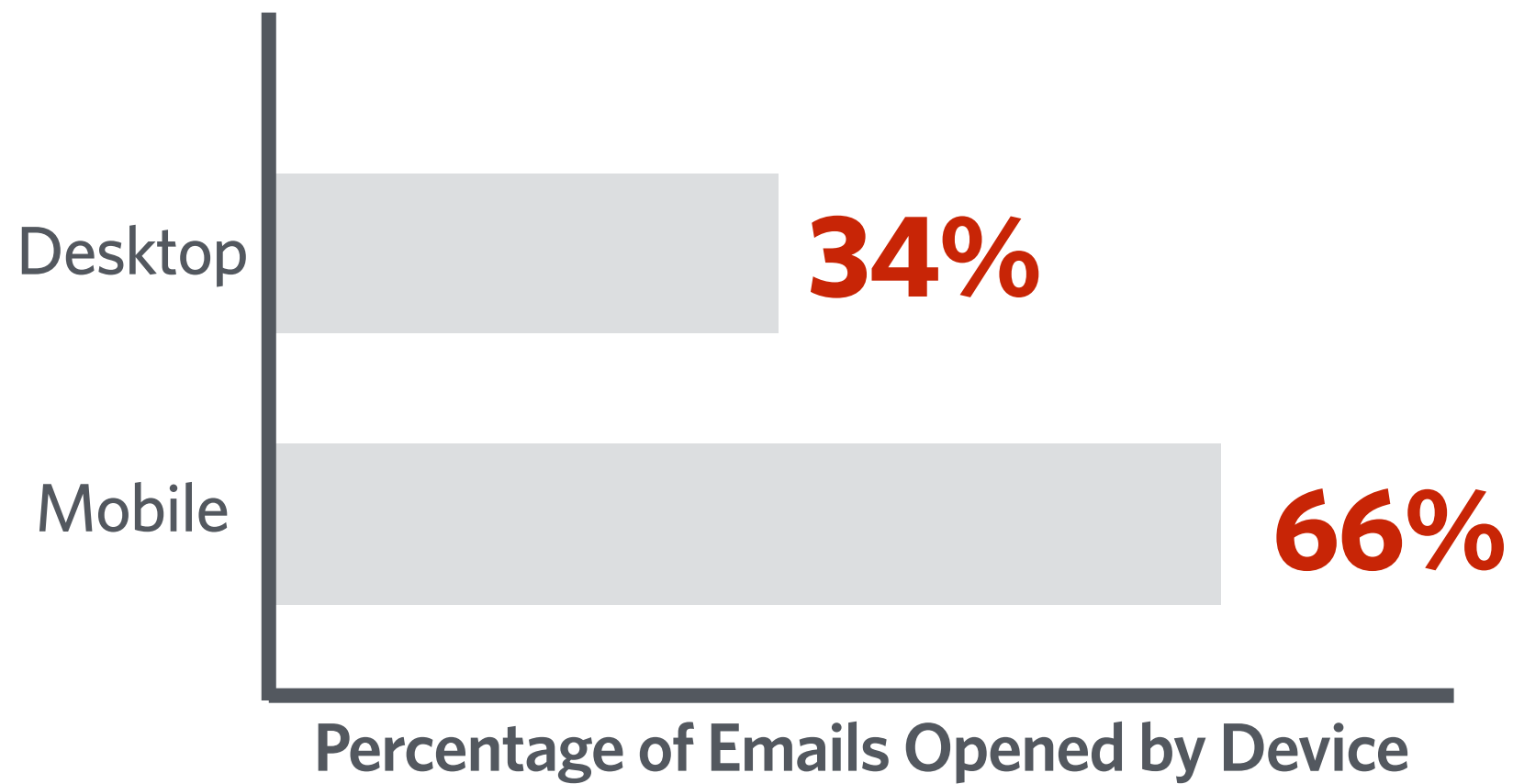
# Email Tips

## *Using templates vs. plain text*



# Email Tips

*Make sure your emails are mobile-friendly.*



# Email Tips

*Segment your list.*

**Industry**

**Job function**

**Organization type**

**Seniority level**

**Past behavior**

**Topic of interest**

# Email Tips

*Don't bombard your list.*



# Email Tips

*Let people escape.*



# Email Tips

*Consider marketing automation softwares.*



# Subject Line Best Practices

- Shorter is better (40 characters or less)
- Clearly state what the email contains
- Not the place to be poetic or clever
- Words like “cheap” or “sale” could land your email in the spam folder

# Examples of Good and Bad Subject Lines

Download Our FREE Network Security Guide and Assure Your Data Is Safe!



# Examples of Good and Bad Subject Lines

~~Download Our FREE Network Security Guide and Assure Your Data Is Safe!~~

LBMC's The Insider, July Edition

# Examples of Good and Bad Subject Lines

Company Monthly Newsletter

# Examples of Good and Bad Subject Lines

~~Company Monthly Newsletter~~

Protect your business from hackers. Get started today.

# Track Your Performance

- Open rates - 18-22%
- Click-through rate - 1-4%
- Monitor different kinds of emails separately

# What You Can A/B Test

- Subject lines —> open rate
- Images
- Positioning of offers
- Colors
- Copy
- Template

## Original



## Variation



16.7% increase in conversion rate

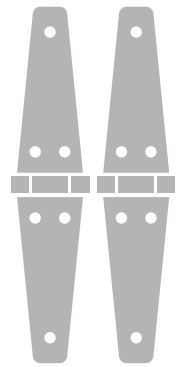


Join our next hands-on Visible Firm Workshop:  
**How to Turn Your Marketing Strategy  
into New-Business**

Thursday, October 22 at 1:00pm EST

**How?**

Register at: <http://goo.gl/io7axK>



## Contact Info

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