



# The Five Trends That Will Impact Marketing in 2015

PRESENTED BY

Sylvia Montgomery, CPSM

#Marketing2015



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## Chat Live on Twitter!

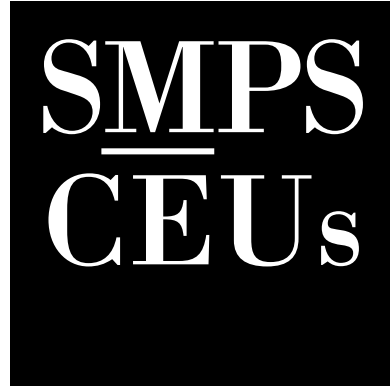
Today's Hashtag:



#Marketing2015

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## Today's Presenter



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### The Marketing Planning Guide

Learn the essential tools to develop, implement, and track a successful marketing plan for the new year.

**Available at:**

[www.hingemarketing.com/library](http://www.hingemarketing.com/library)





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# Agenda

- Today's Landscape
- Trends to Impact 2015
- Wrap-Up and Questions



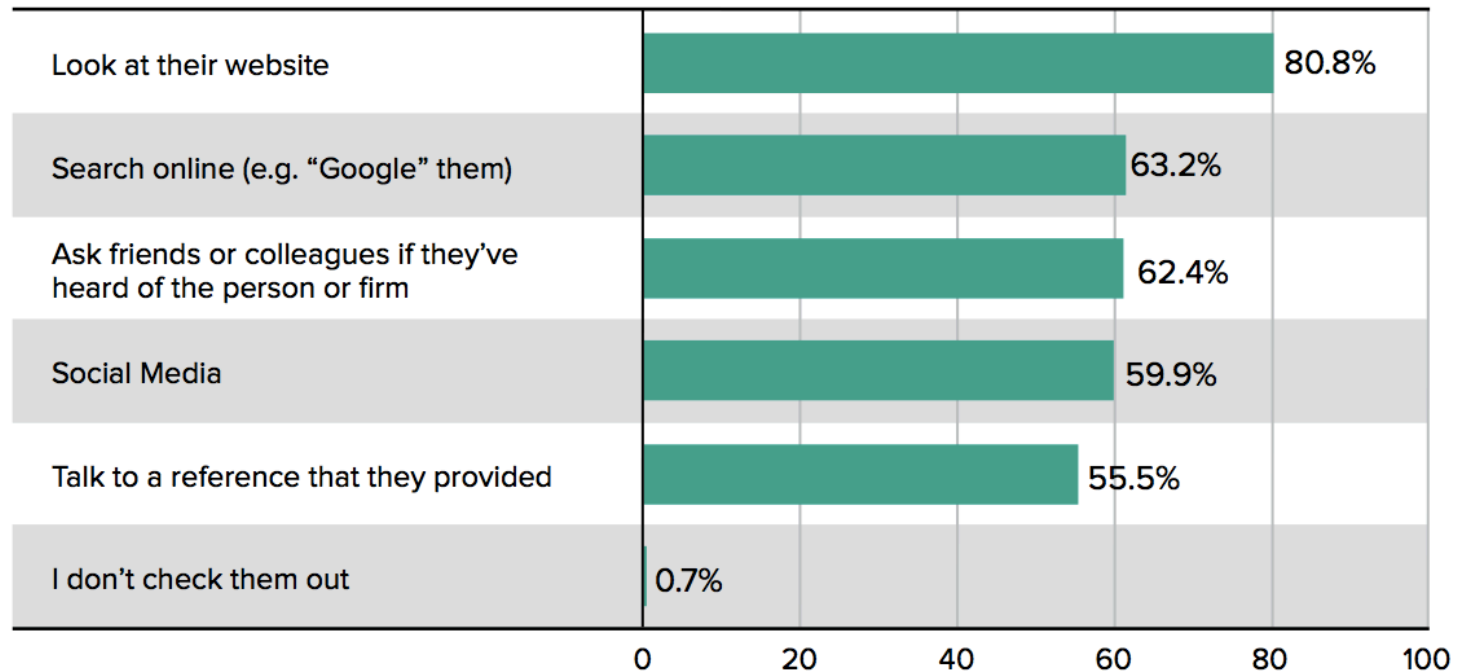
# Today's Landscape

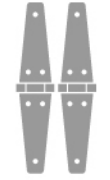


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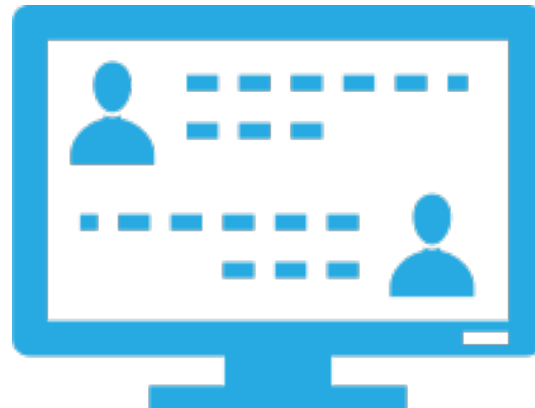
## How do buyers check out professional services firms?

Over 80% of buyers check out your website before buying.





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# People who buy professional services go online

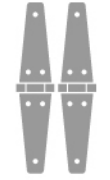
*to educate themselves before they buy.*



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In short, if you're not online,

*you aren't where your clients are.*



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Firms that generate at least 40%  
of their leads online

**GROW 4X FASTER**

Firms that generate at least 60%  
of their leads online are

**2X AS PROFITABLE**



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*“Marketing is the single most important function within a modern Professional Services Firm.”*



# Trends to Impact 2015

## Trends for 2015

1. Agile Marketing
2. Generations at Work
3. Thought Leadership Overload
4. Intentionally Social
5. Evolving Marketing Skillset



## What is Agile Marketing?

- Agile marketing is an approach to marketing inspired by the principles of agile software development.
- Agile development allows for iterative development, while encouraging rapid and flexible responses to change.
- Think of agile marketing as a continuous cycle where you conceive, execute, implement, review, and adjust based on experienced, real-time results.

## Traits of an Agile Marketing Department

- Strategic thinking at all levels
- Respect and balance analytical and creative sides
- Ability to coach fellow technical colleagues
- Ability to respond to matrixed audiences
- Effective multi-tasking – planning long term with flexibility for the current and timely.

Conceive | Execute | Implement | Review | Adjust

## Benefits of Agile Marketing

- Enhanced productivity
- Transparency throughout an organization
- Improved prioritization
- Faster measurement
- Adaptability to changing dynamics



## How to Implement Agile Marketing

1. Think agile
2. Think long term — Act short term
3. Limit your initiatives
4. Put it in writing
5. Monitor your marketing program continuously
6. Reevaluate current initiatives and adjust

## Examples of Agile Marketing

- A/B Testing email subject lines to determine which is more effective and implementing what you learned into future emails
- Frequent analysis of performance of your firm's content, and implementing the findings in your firm's future content calendar





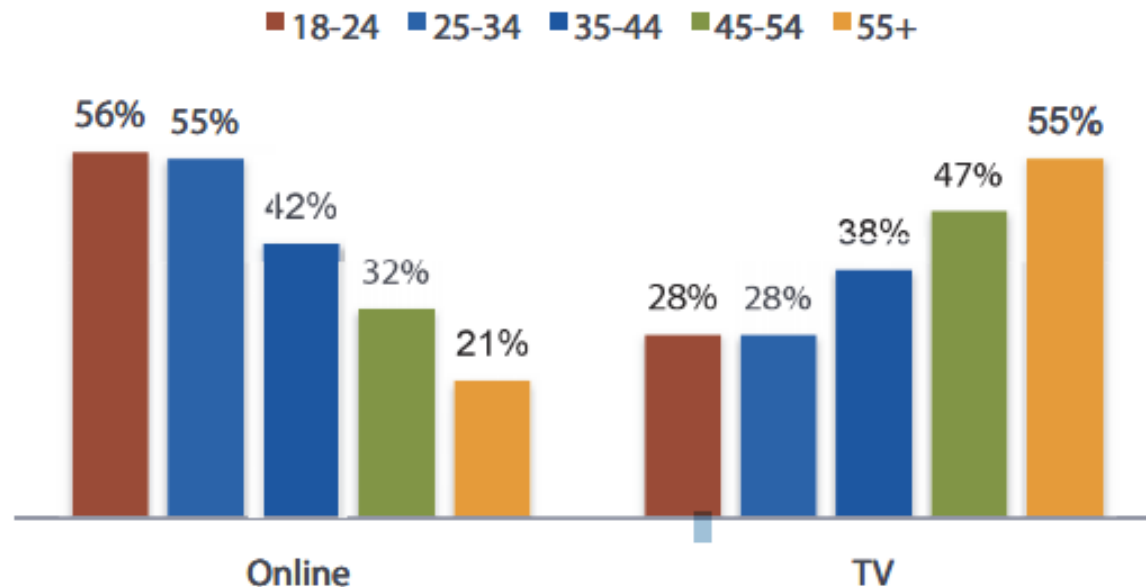


## Number of Generations in the Workplace

- The workforce is shifting as older generations continue to retire and millennials continue to flood the workforce
  - Baby Boomers – born between 1946 and 1965
    - 59,893,000 in the workforce
  - Generation X – born between 1966 and 1980
    - 49,433,000 in the workforce
  - Millennials – born between 1981 and 2000
    - 31,927,000 in the workforce

# How Different Generations Consume Information

**Figure 1.3c: Main news platform by age (Online vs Television) - ALL countries**



**Q4: You say you've used these sources of news in the last week, which would you say is your MAIN source of news?**

*Base: All who have used news sources in the last week (n=10843)*

## Understanding Generations Helps Develop Personas

- What kinds of people are buying your services and how do you reach them?
- Creating buyer personas can help you decide how to market your firm and what kinds of media to invest in based upon the habits of your audience



# Developing Buyer Personas



## Profile Identifiers:

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed
- Working hard at accepting 'online/social'

## Primary & Secondary Goals:

- Set firm vision // grow the firm
- Inspire effective succession
- 10-20% client interaction
- Typically little to no marketing experience

## Challenges:

- Aims to be consensus driven but having difficulty getting buy-in from entire leadership
- Strategically trying to encourage succession planning
- Rolling out changes to the entire company

***In their words:*** "For the past 2 years, our growth has been flat. We need to gain net new clients but traditionally, marketing has not been strategic nor helpful to us."

## What can Hinge do to help achieve goals/overcome challenges?

- Demonstrate how growth comes with strategic and intentional marketing
- Educate on new reality – how buyers buy professional services
- Show the path forward – one based on scientific data.

## Need for Succession Planning by Baby Boomers

- Senior management needs to consider how they will pass on the brand that they have built to rising employees in their firms
- More than a quarter-million Americans turn 65 every month
- Who can step into leadership roles and carry on the firm?

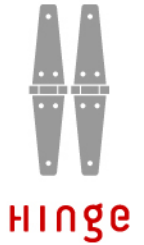


# Business to Business Firms Are Investing in Content Marketing

- Adoption of content marketing on the rise
  - 93 percent of marketers used content marketing this year compared to 91 percent last year
- Businesses expect to invest more in content marketing in the coming year
  - 58 percent of B2B marketers plan to increase their content marketing budget over the next 12 months



# 5 Steps to Take Your Content Marketing to the Next Level



1. Develop a content marketing strategy
2. Extend the reach of your experts
3. Repurpose content
4. Track how content is performing
5. High performance websites





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# Develop a Content Marketing Strategy

## Content Funnel

### Nurturing Target Audiences

#### Top of the Funnel

*This content is intended to cast a wide net. Because it's registration-free, there is no obligation on the reader.*

Blog Posts      Case Studies  
Press Releases      Articles  
Educational Emails

#### Middle of the Funnel

*This content is for warmer prospects. It often involves the reader giving an email address in exchange to view the content.*

Webinars      Videos  
Executive Guides

#### Tip of the Funnel

*This content is for prospects who are further into the BD process. It involves your most substantial content, which is behind a registration.*

White Papers      Research Reports  
Technical Journals      Books

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## Determine Appropriate Content Types for the Topics

Open Access	Minimal Registration	Registration and Deeper Interaction
Blog posts	Newsletters	Webinars
Articles	Whitepapers	Speaking engagements
Videos	Research studies	Free consultations
Infographics	Books and guides	
SlideShare presentations		

## Extend the Reach of your Experts

- Increasing the visibility of your employees has a number of benefits and should be a core element of your content strategy
- Having Visible Experts<sup>SM</sup> in your firm can...
  - Increase your firm's visibility
  - Attract new clients
  - Increase the fees for your services
  - Strengthen your firm's brand
  - Improve talent recruitment efforts

# Repurposing Content: Speaking Engagement

## Content Repurposing

Blog post with conference  
topic highlights

Article that expands on  
presentation topic (technical topic)

Video blog post

**Speaking  
Engagement**

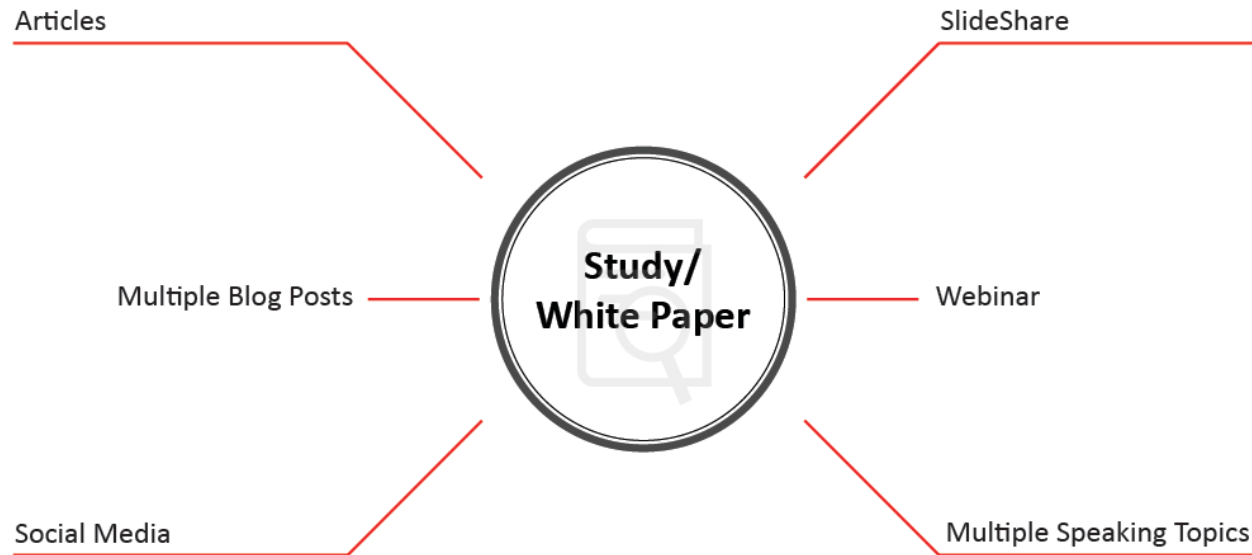
Blog post with key points  
made at speaking engagement

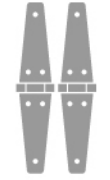
SlideShare post of presentation

Social media commentary  
sharing (LinkedIn Group)

# Repurposing Content: White Paper

## Content Repurposing





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## Tracking Your Content

Track what is happening on your website.

- How are visitors finding you?
- What content pieces are visitors downloading?
- What are visitors doing while on the website?



## Tracking Your Content: Measure and Adjust

- Identify the pieces of content that are performing better than others and try to repurpose them into new formats
- Mirror the topics that are popular in future posts
- Content can take many forms, so repurposing can be a great way to get more life out of things you have already produced



## Tracking Your Content: KPIs

Key metrics to track:

- Overall website traffic and traffic by source
- Overall conversion rates and conversions by source
- Number of downloads for each piece of content
- Total number of keywords generating traffic
- Keyword clusters

## Not Just a Website

- Your firm's website is an essential component of your content marketing strategy
  - Content needs a place to live
- Your website is not a brochure, rather a business development "command center"
  - The goal is to convert casual readers into leads with high quality content



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## Don't Forget Responsive

- The trend towards mobile access means that your firm can't afford to ignore responsive design



Computer



Tablet



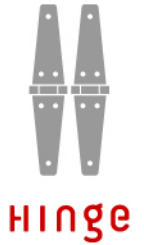
Phone



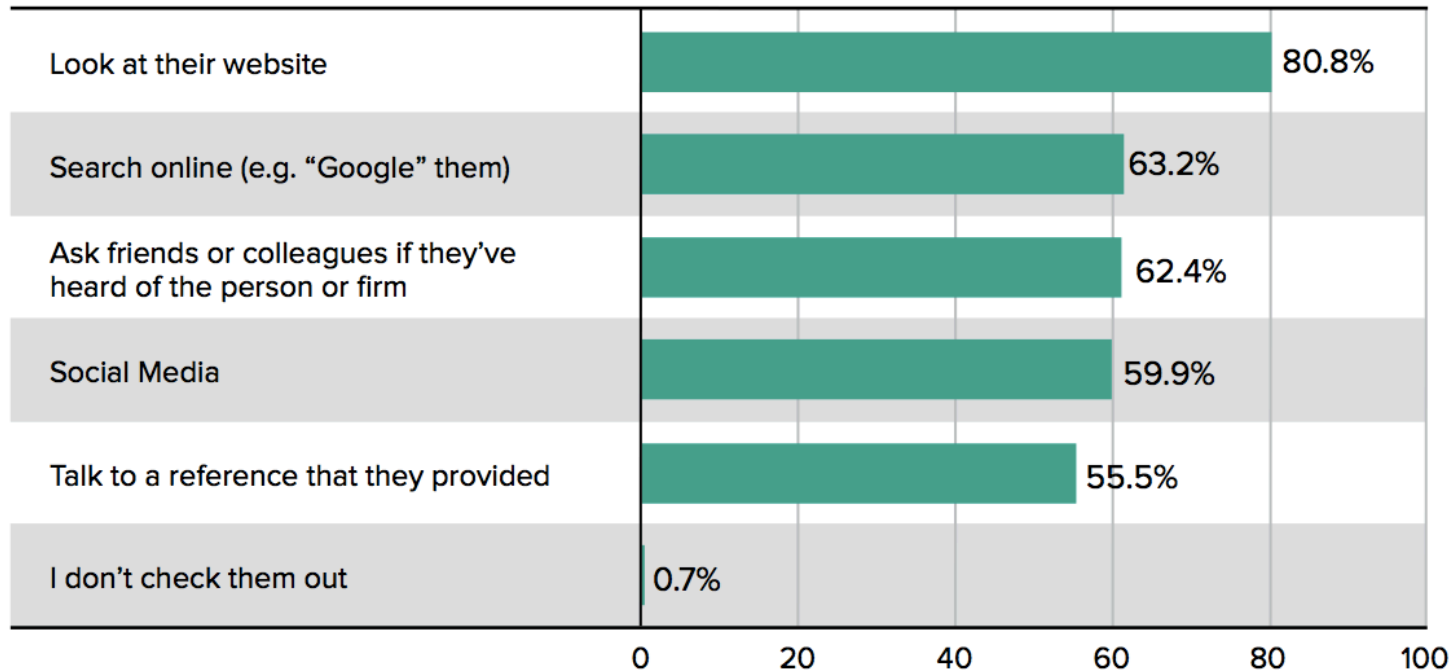
## Social Media Trends in 2015

- Social media has gone mainstream, and global – over a quarter of the world's population uses social media in some form
  - LinkedIn – Over 300 million users
  - Google+ – 540 million active monthly users
  - Twitter – 255 million active monthly users
- In 2015 social media will continue to be an essential component of your marketing plan

# How do buyers check out experts in professional services firms?



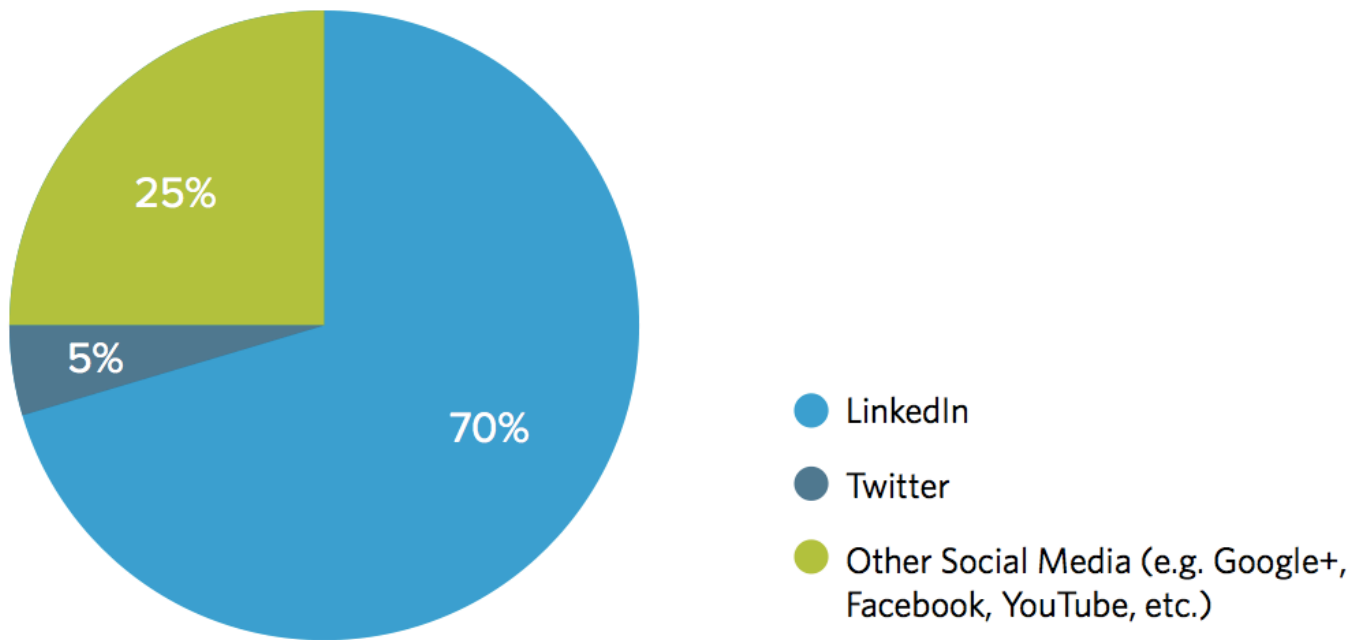
**About 60% of buyers check your firm out on social media before buying.**





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## Which social media platforms do buyers use?



## Which social media platform is best?

- **LinkedIn** – Social network for business professionals
- **Twitter** – Real-time conversations and connection with industry thought leaders
- **Facebook** – Good for displaying company culture
- **Google+** – Best social network to help with your firm's SEO
- **YouTube** – Second largest search engine and is the go-to for multimedia content



## Develop a Social Media Policy

- Social media is not free, you have to invest time and energy to do it well
- Your employees can be a great resource for sharing your firm's content and engaging with your audience
- Implementing a social media policy will establish ground rules for engaging on social media and set expectations for your staff

## Training Your Staff: Setting Expectations

- Who should participate?
- How often will employees be expected to post?
- What kind of time commitment will engagement require?
- What is required, what is expected, and what would be nice to have?
- Be strategic – be intentional!



## Training Your Staff: Ideas

- Creating a social calendar so certain employees know when and what to share on social channels
- Make step-by-step instructions for how to share on each social network
- Provide sample blurbs that employees can use to share firm content
- Send reminder emails with instructions on your latest blog post or piece of content and the link on your website



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	Twitter 	LinkedIn 	Facebook 	Google+ 
MONDAY	Firm blog post tweet	Firm blog post	Firm blog post	Firm blog post
	4 industry-specific articles		Monitor and respond to discussions	2 industry-specific articles
	Monitor and respond to discussions			Monitor and respond to discussions
TUESDAY	Non-firm multimedia tweet		Firm culture post	Firm culture post
	4 industry-specific articles		Monitor and respond to discussions	2 industry-specific articles
	Monitor and respond to discussions			Monitor and respond to discussions
WEDNESDAY	Firm blog post tweet	Firm blog post	Firm blog post	Firm blog post
	4 industry-specific articles		Monitor and respond to discussions	2 industry-specific articles
	Monitor and respond to discussions			Monitor and respond to discussions
THURSDAY	Non-firm multimedia tweet		Firm culture post	Firm culture post
	4 industry-specific articles		Monitor and respond to discussions	2 industry-specific articles
	Monitor and respond to discussions			Monitor and respond to discussions
FRIDAY	Firm blog post tweet	Firm blog post	Firm blog post	Firm blog post
	4 industry-specific articles	Content post (webinar, guide or book)	Post webinar as an event	2 industry-specific articles
	Content tweet (webinar, guide or book)	Feature webinar link on LinkedIn	Content post (webinar, guide or book)	Post webinar registration link
	Monitor and respond to discussions		Monitor and respond to discussions	Content post (webinar, guide or book)
				Monitor and respond to discussions

## Software to Support Implementation or Tracking

### What do you need to do?

- Schedule social media posts.
- Understand what people are saying about your firm, competitors, and your industry.
- Integration with other marketing efforts
- Identify influencers on social media
- Analytics



## Lead (Audience) Nurturing: Measuring Success

Metrics to track for your lead nurturing campaigns:

1. Cost of campaign
2. Number of leads generated
3. Resulting proposals
4. Win ratio
5. Long-term client value



## Using Social Media as a research tool

- Look at your competitors' social pages to gather insights on branding strategies as well as the issues they are writing about
- See what people are saying about your firm online
  - Brand Mention tools like Google Alerts can help you keep track of your firm across the web
- Research job candidates' LinkedIn Profiles prior to interviewing





# The Skillsets Needed from Today's Marketing Team

## Agile Thinkers



**Market strategists**



**PR professionals**



**Journalists/writers**



**Outreach specialists**



**Social media specialists**



**SEO experts**



**Designers**



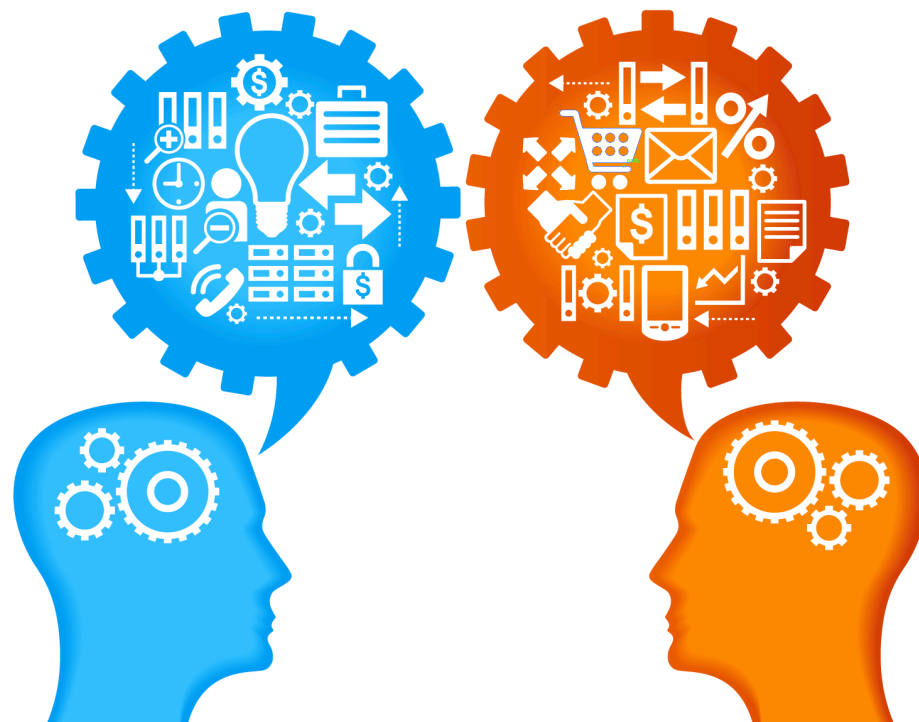
**Efficient managers**

# What You Should Expect From Your 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.

## Unlikely Buddies

- Marketing and Information Technology are merging into a single skillset for modern marketing departments





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# Marketing Toolbox

- Marketing Automation
  - CRM
  - CMS
- Email Marketing
- Web Analytics
- Social Media Automation



## Marketing Automation: A New Marketing Skillset

- Manage lead generation
- Automate the process of nurturing prospects based on their interests until they are ready to buy
- Pass qualified leads over to CRM system for business development follow up
- Measure results and ROI

## Marketing Automation: Software

Software is playing an increasingly important role in marketing. Your marketing team should be able to use the following tools to drive lead generation for your firm in the coming year:

1. Email Marketing Software
2. Content Management System (CMS)
3. Customer Relationship Management Software (CRM)
4. Analytics Software

## Content Management Systems (CMS)

- Allow your firm to create, and manage the pages on your website through an easy to use dashboard
- Can be used to update blog posts or create new news and events pages for your site
- Popular Content Management Systems:
  - Expression Engine
  - Hubspot
  - Wordpress

## Customer Relationship Management (CRM)

- CRM Software compiles all of your contacts and prospect contact information into a single database
- CRMs can be useful for segmenting your audience and creating custom offers and messaging
- Popular CRMs include:
  - Infusionsoft
  - Hubspot
  - Salesforce



## Email Marketing Software

- Allows you to create custom email templates for newsletters and email offers, and syncs up with CRM to send to your contact list
- Popular Email Marketing Software :
  - Hubspot
  - Constant Contact
  - Mailchimp



## Web Analytics Software

- With web analytics software, you can monitor site traffic, the average time on site, number of content downloads and other KPIs for your firm's website
- Popular analytics software include:
  - Google Analytics
  - Moz Analytics
  - KissMetrics

## Social Media Automation: Pros

1. New tools allow your team to schedule postings across multiple profiles from a single dashboard
  - › Hootsuite and Buffer
2. Consistency of posting
3. Scheduling at peak engagement times
4. Allows collaboration with the rest of your team

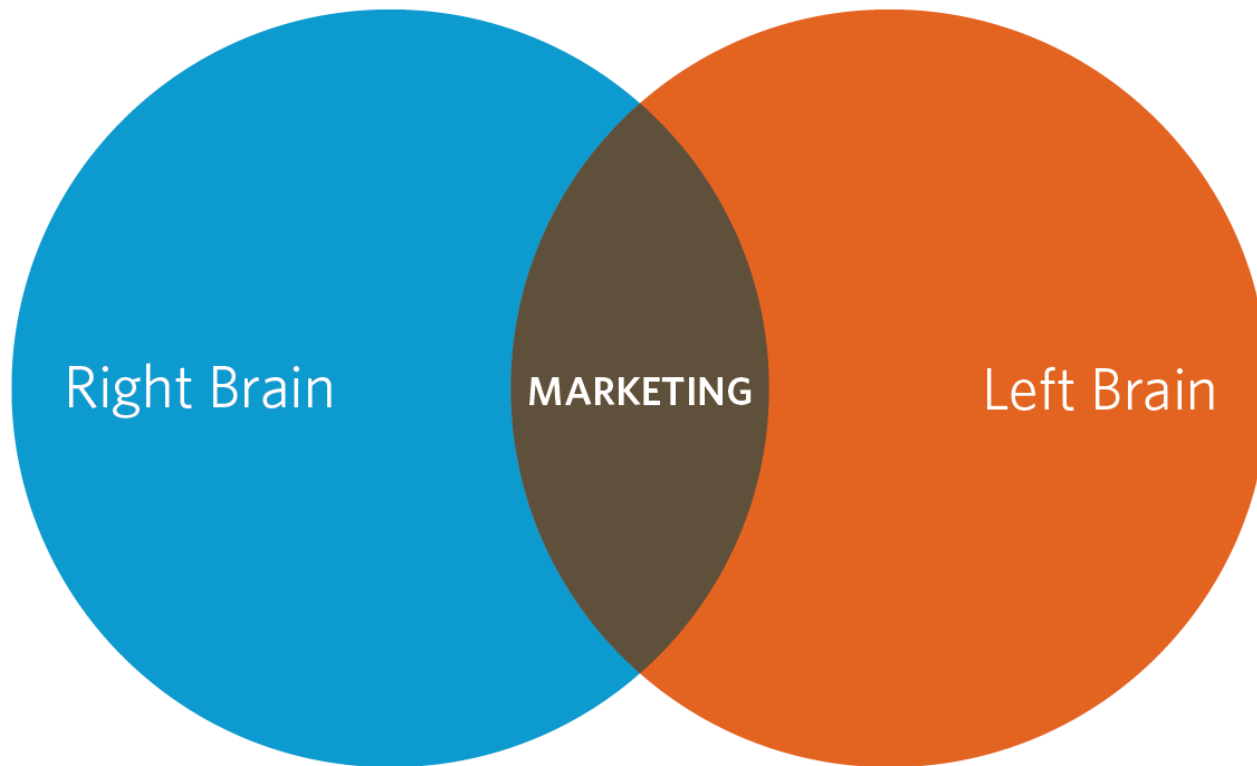
## Social Media Automation: Cons

1. Running the risk of being overly self promotional
  - › 4:1 rule for sharing
2. Sharing the same content, across all platforms
3. Boring language or stale content
4. Missed opportunities for social interaction



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## Marketing is Integrated



# In Closing

Conceive | Execute | Implement | Review | Adjust



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## Free Resources



**The Visible Expert<sup>SM</sup>**



**Marketing Planning Guide  
for Professional Services**



**Online Marketing for  
Professional Services**



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## Free Marketing Planning Review

✓ For webinar registrants only!

> **We'll discuss:**

- Your firm's current marketing plan
- The capabilities of your marketing department
- Opportunities to improve your firm's marketing mix



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



## Thank you! Questions?

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