

The Top 5 Brand Building Strategies

Presented by: Lee Frederiksen



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Chat Live on Twitter!

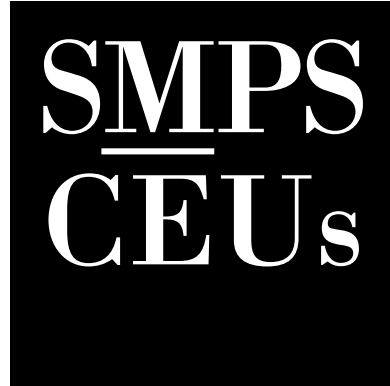
Today's Hashtag:



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Today's Speaker



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

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**Brand Building Guide for
Professional Services Firms**



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Agenda

- What is a professional services brand?
- What defines and drives brand success?
- The top 5 brand building strategies
- Wrap-up and questions



What is a Professional Services Brand?

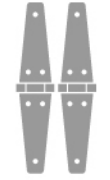
Brand strength = Reputation x Visibility

within the target client group

What Does Brand Success Look Like?

- A high frequency of referred clients
- A high level of self-initiated contacts from potential clients
- A high closing percentage
- Few competitive bid situations
- Premium fees
- Ease in recruiting new talent
- Publicity comes readily





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What Drives Brand Success?

- A well-defined target audience
- Relevance to the success of the target audience
- An excellent reputation
- High visibility
- A premium position



Factors Driving Change in the Digital Age

1. Technology is making it possible
2. Digital natives are taking over
3. Time-pressured executives
4. Free education is expected
5. Expectation of transparency



The Top 5 Brand Building Strategies

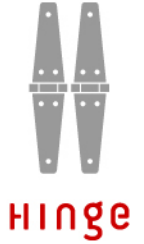
1. Content marketing
2. Develop Visible ExpertsSM
3. Cultivate blogger and partner relationships
4. Seek high profile clients and case stories
5. Dominate the social media space



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1 CONTENT MARKETING

Content Marketing



Provide a steady stream of useful and educational information to potential clients and influencers to develop trust and highlight expertise.

The Case for Content Marketing

- It demonstrates expertise.
- It lets prospects understand your thinking and approach.
- Search engines love 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.

Content Marketing Strategy

- Determine content topics and types of content pieces to create based on those topics.
- Establish frequency of content pieces.
- Create a promotion plan.
- Establish metrics to track and define success.
- Designate resources such as strategists, writers, designers, and analysts.



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Real World Example: PeopleMetrics Blog

CUSTOMER EXPERIENCE STRATEGY BLOG

APRIL 23, 2014

Does Your Company Pass the \$20 Trust Test?

BY XAND GRIFFIN



Customer trust is a topic that we are seeing in more and more of our clients' customer feedback data. We have learned that customers define trust in two ways: 1) The firm conviction in the reliability of an organization's services and 2) The belief that they have your best interests in mind. If we get trust right there are great benefits to be realized including...

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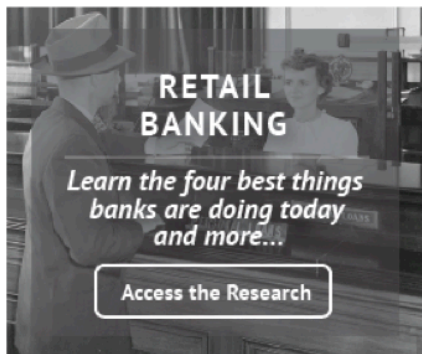
Real World Example: PeopleMetrics Research Reports

INDUSTRY SPECIFIC ORIGINAL RESEARCH? WE HAVE THAT

The Most Engaging Customer Experiences (2013 MECx)

The 2013 Most Engaging Customer Experiences study was designed to uncover the negative and positive emotional tags associated with major B2C and B2B industries. The ultimate goal is to help companies determine where they should focus their customer experience improvement efforts to create a stronger emotional tie with their customers. Would you like to know more about the methodology of the 2013 MECx? Click [here](#).

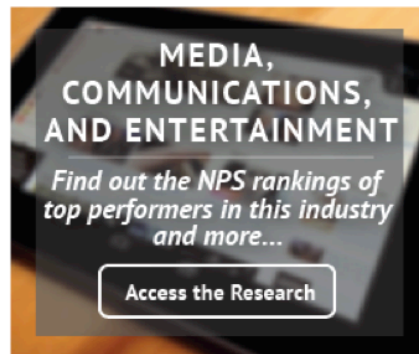
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READY TO GET STARTED?

Contact Us

Real World Example: PeopleMetrics Guides

HOW-TO GUIDES FOR IMPROVING THE CUSTOMER EXPERIENCE

New to Customer Experience?

Compare
Cx SOLUTIONS

Click here to learn how to transform your Cx today

Read the eBook




Want to learn how to Customer Journey Map?

Understand your
CUSTOMERS

Click here to learn how to Customer Journey Map

Read the eBook

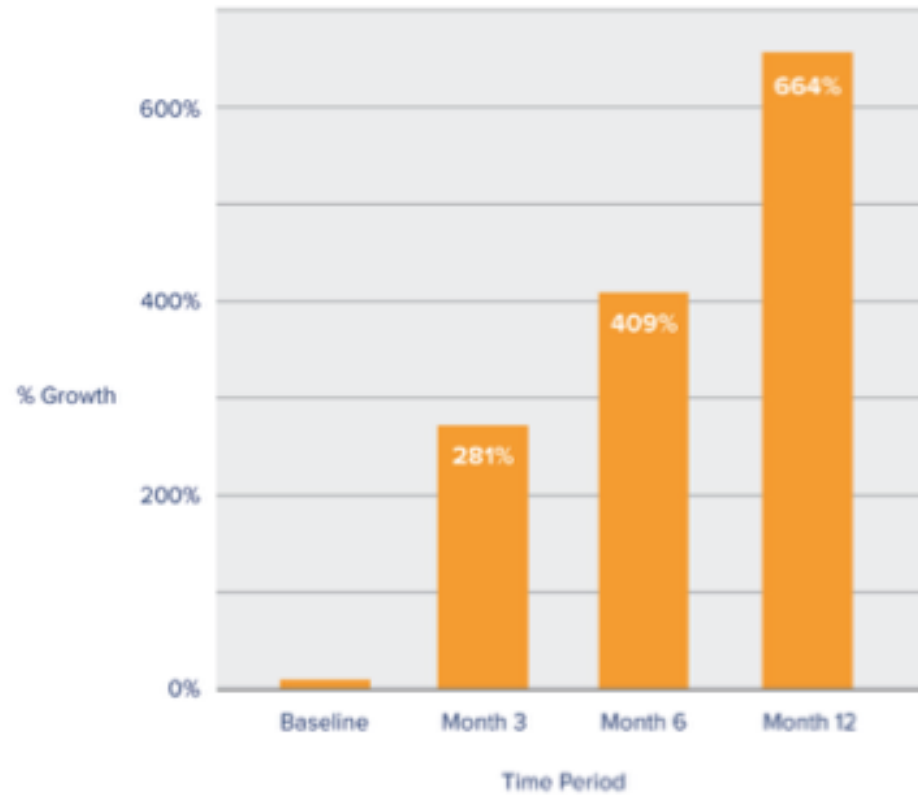
CUSTOMER EXPERIENCE TRANSFORMATION

-  Customer Experience Strategy
-  Voice of the Employee (VoE)
-  Voice of the Customer (VoC)



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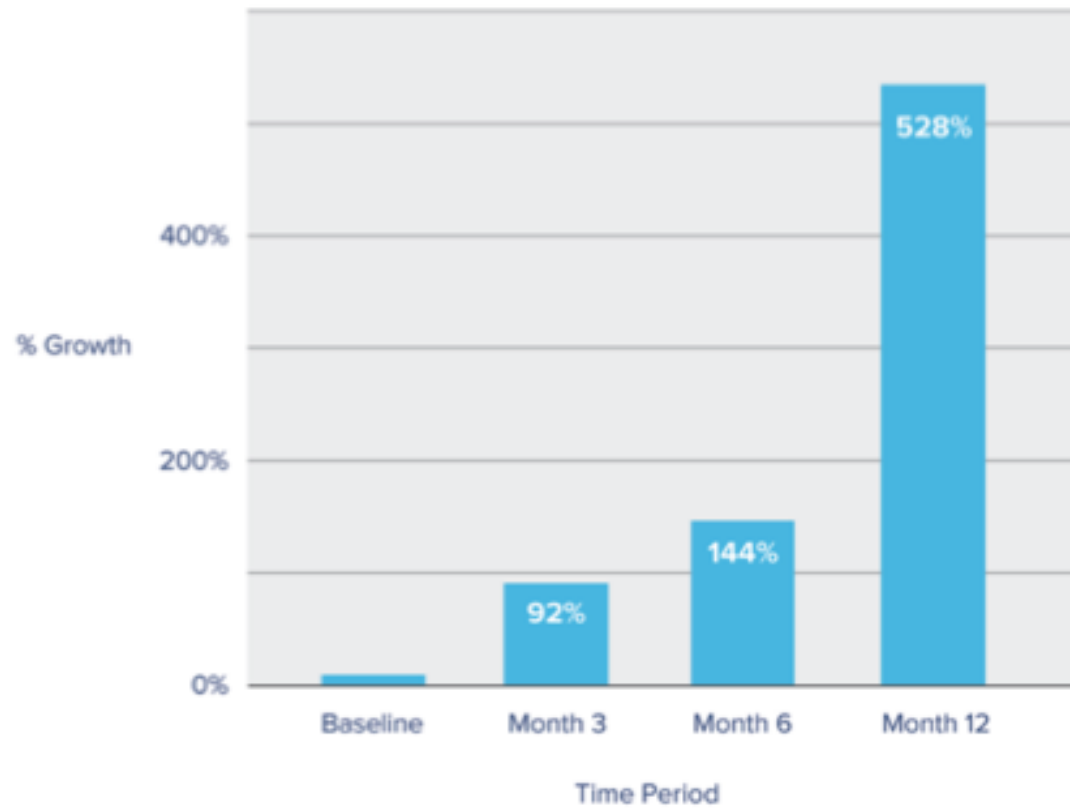
Growth of Keywords





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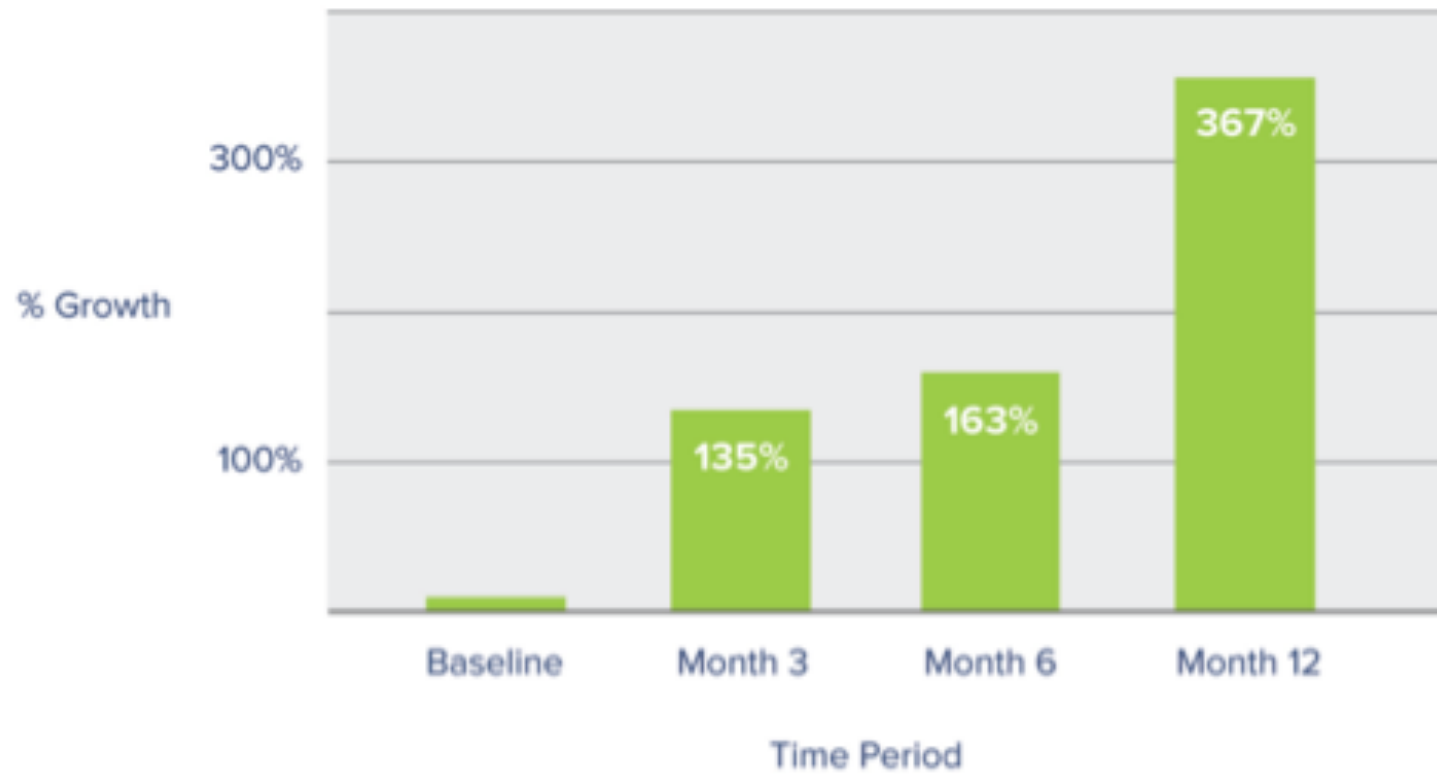
Growth of Search Traffic

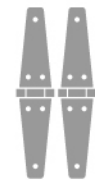




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Growth of Leads

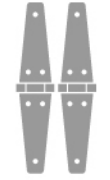




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*Firms that generate at least 40%
of their leads online*

GROW 4X FASTER



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

2X AS PROFITABLE

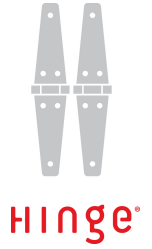


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2

DEVELOP VISIBLE EXPERTSSM

What is a Visible Expert?



A professional who has attained high visibility and reputation for expertise in their industry niche.

The Start of the Journey

- Joe's journey started at Penton.
 - The 300+ webinars he conducted at Penton helped develop his public speaking skills.
- In 2007, he launched his own firm, Junta42.
- In 2010, after Junta42's unsuccessful business model, Joe launched the Content Marketing Institute.



Joe's Turning Point: The Next Level of Visibility



"I'm on the stage greeting the audience and I'm realizing that over 600 people have traveled here — to Cleveland, Ohio — from 27 countries, to learn about content marketing from us. It was a huge moment."

The Godfather of Content Marketing



*"At the end of the day, I'm not smarter than anyone else.
I didn't give up and I found a niche where I could
distinguish myself."*



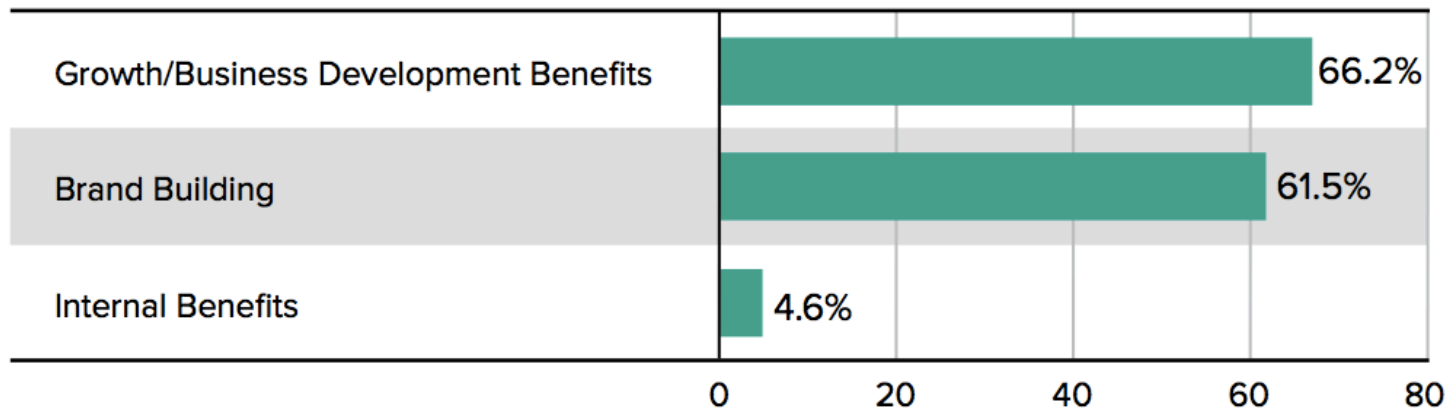
What has been the overall effect on your company?

- Without Joe's Visible Expert status, there wouldn't be a company.
- The useful information Joe and the Content Marketing Institute provides drives all that they do.



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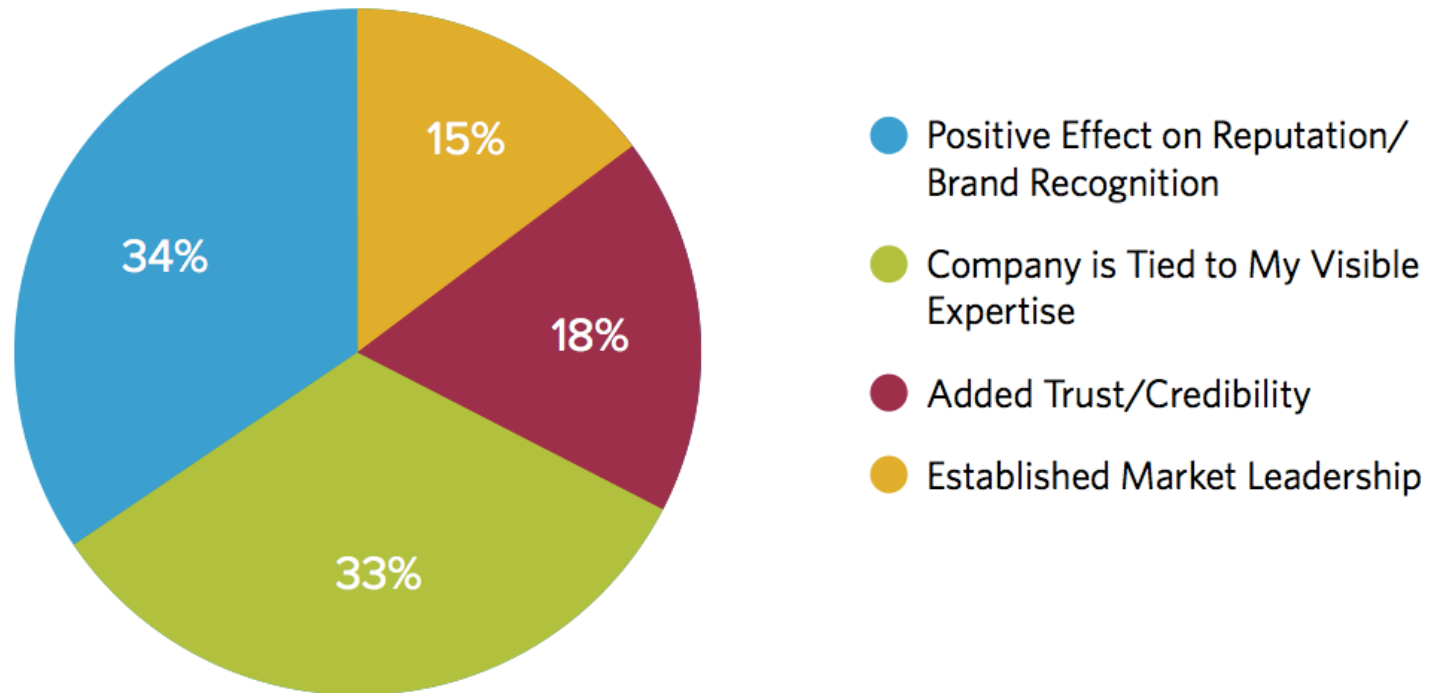
Effects on the Firm as a Whole





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Effects on the Firm's Brand Building





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What has been the effect on partnering opportunities?

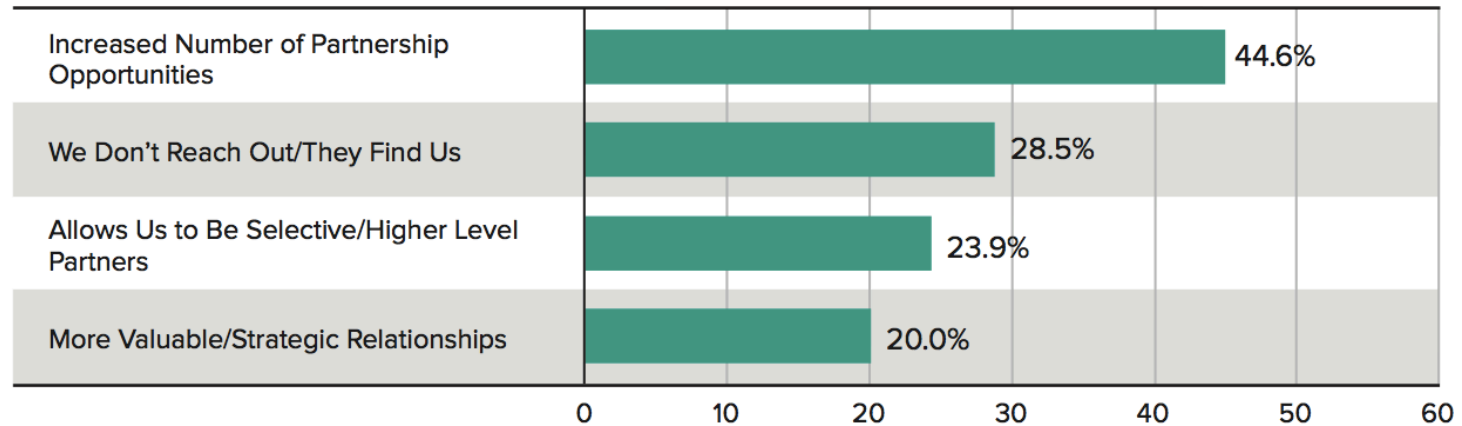
- Due to Joe's visible expertise, the Content Marketing Institute has more opportunities than they know what to do with.
- The company struggles with the process to filter.





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Effects on Professional Partnerships



How has it affected your personal billing rate?

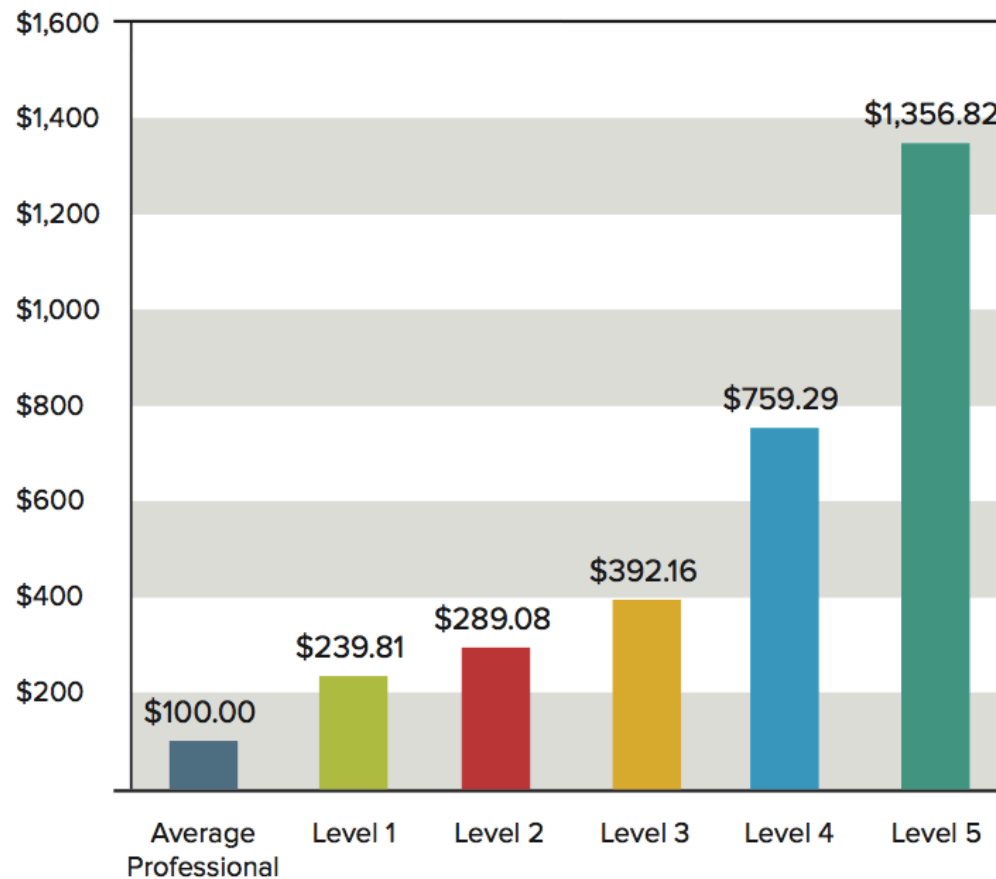
Over the last 3 years, Joe's billing rate has increased over

1,000%



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Effects on Billing Rates



Benefits of Having a Visible Expert in Your Firm

1. Helps build a firm's brand and leads to firm growth.
2. Allows for reach to a wider audience, leading to an increase in leads.
3. Makes sales easier to close, shortening the sales cycle.
4. Increases the number and quality of partnership opportunities.
5. Allows higher billing rates to be charged.



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3

CULTIVATE BLOGGER & PARTNER RELATIONSHIPS

Cultivate Blogger Relationships

Contribute compelling and educational guest blog posts and articles to relevant blogs within your industry that have similar target audiences.



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Real World Example: Hinge

THE DAILY EGG

Conversion optimization and A/B testing tips

[Home](#) [How to Become a Visible Expert in Your Industry](#)

How to Become a Visible Expert in Your Industry

 by [Lee Frederiksen](#)

05/22/2014 5

This story is familiar for many professional services firms: You know your firm is full of experts. Perhaps your clients know it, too. But it's a quiet expertise, and it doesn't register with the wider marketplace.

When buyers engage a professional services provider, we've seen that [expertise is their number one priority](#). Sellers, naturally, are increasingly eager to consider and cultivate personal brands as a component of their larger organizational brands.


This raises some questions: How do you build the reputations of the professionals at your firm? Or if you're one of those experts yourself: How do


129

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75

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27

#HingeBrand



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Real World Example: Hinge

[Home](#) [Marketing Services](#) [Results](#) [Matt On Marketing](#) [Resources](#) [About Us](#)

Why quality over quantity is the most reliable SEO strategy

Posted on Tuesday, February 18th, 2014 at 4:29 am

22

g+1

9

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Guest post by Lee Frederiksen, managing partner at Hinge Marketing

At Hinge, one of our recent studies examined the online marketing tactics of high growth professional services firms. In our research, professional services executives ranked a search engine optimization strategy as the single most effective online marketing tool a firm could implement. Successful firms recognize that SEO is fundamental, but the discipline is changing so quickly that once-powerful strategies are now sometimes actively damaging.



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Cultivate Prestigious Partners

A series of black tire tracks curving from the top right towards the center of the slide.

Partner with prominent firms to help one another reach your respective business goals and leverage these relationships to build traction online.

Partnership Opportunities

- Conduct a research project together.
- Host a joint event, either offline or online.
- Produce a premium piece of content together.
- Share content to each other's audiences.
- Start a special educational program.
- Refer prospects when appropriate.



Real World Example: RAIN Group and Hinge

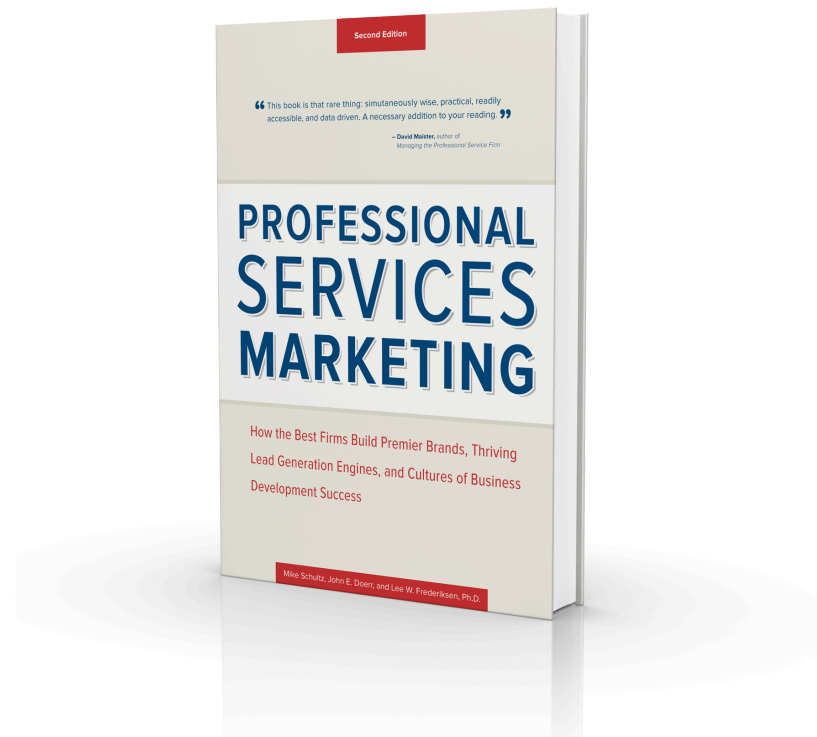


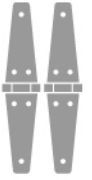
How Sales and Marketing Work Together to Grow Your Business

Presented by Lee Frederiksen & John Doerr

 RAIN Group |  Hinge

Real World Example: RAIN Group and Hinge





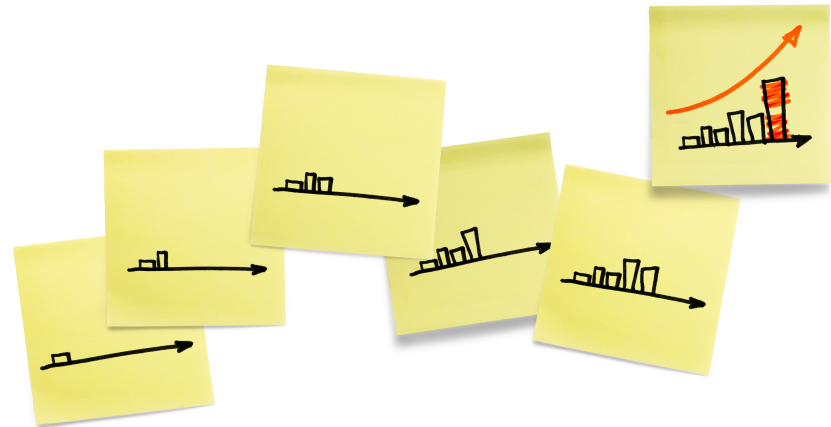
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4

SEEK HIGH PROFILE CLIENTS & CASE STORIES

Leveraging High Profile Clients

- Systematically seek out high profile clients.
- Invest in producing dramatic results that can be widely shared.
- Make results a deliberate brand building strategy.





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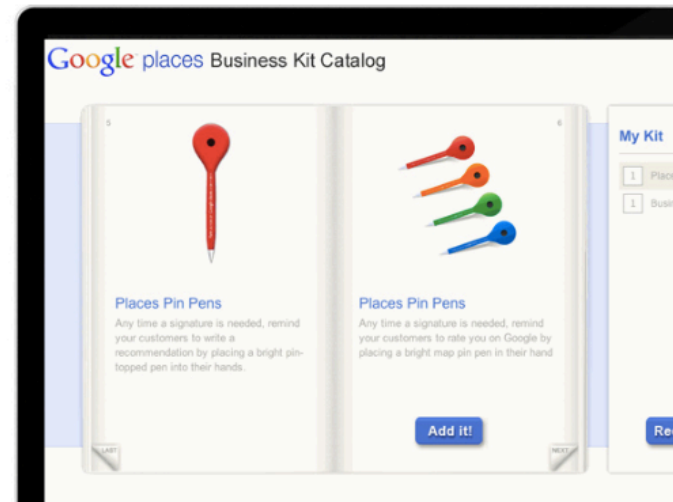
Real World Example: Art & Logic

CLIENT: GOOGLE

Google has partnered with Art & Logic on a number of occasions over the years. Throughout our work with Google, whether smaller web projects or vast enterprise solutions, our commitment to our proprietary agile development processes has kept us ready to efficiently step in and get to work quickly whenever they needed us. When Google needs effective fast results, they turn to Art & Logic.

My respect for your talents, skills, and work ethic are beyond comparison, and I believe you will continue to produce amazing products that shake the industries therein.

— Paul Gonzalez, Google



LET'S TALK ABOUT YOUR PROJECT



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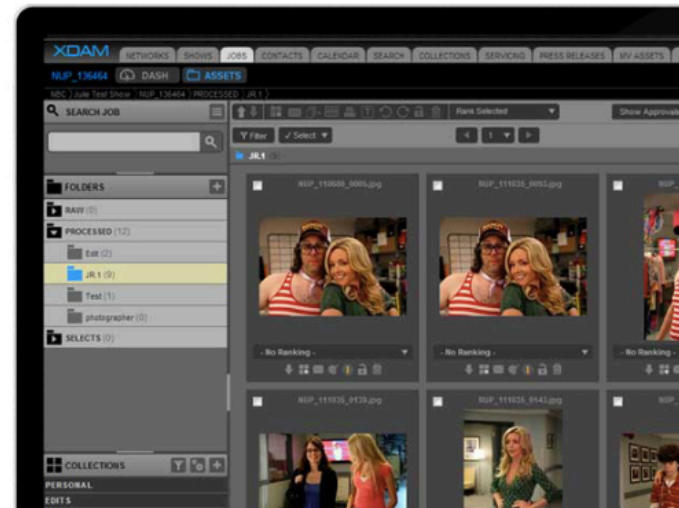
Real World Example: Art & Logic

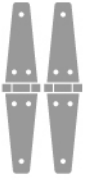
CLIENT: NBC UNIVERSAL

XDAM has partnered with Art & Logic to develop its Digital Asset Management (DAM) system since 2005. Art & Logic developed XDAM from a simple photography organizing tool for photo labs and photographers in the entertainment industry into a full-featured, customizable enterprise multi-media management system deployed by NBCUniversal, Discovery Communications, Getty Images, New York Daily News, Starz, and the Hallmark Channel.

The X in XDAM stands for eXtensible, and Art & Logic developed XDAM to meet the unique needs of each customer's photography workflow by providing a core set of tools used across all types of organizations coupled with ability of each customer to specify the roles, permissions, metadata, and workflow peculiar to them.

Art & Logic helps XDAM build to order for each of their customers, developing a solution tailored to their specific needs, while maintaining a core code base which is over 95% common to all deployments. The architecture designed by Art & Logic enables us to develop unique solutions for multiple XDAM customers in parallel, with new features being added to the benefit of each client.





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5 **DOMINATE THE SOCIAL MEDIA SPACE**

Social Media Opportunities

- Share and promote content pieces, news, and events
- Encourage web visitors to share your content
- Engage with industry leaders and influencers
- Find partnership opportunities
- Research and directly engage with prospects
- Keep up with industry trends and news

Real World Example: ArchDaily

- 1.2 million fans on Facebook
- 200 thousand followers on Twitter
- 20 thousand LinkedIn group members
- 76 thousand followers on Pinterest



Real World Example: ArchDaily

Their social media dominance has helped lead to:

- 6.8 million monthly visits
- 60 million monthly page views
- 60 thousand newsletter subscribers
- High levels of engagement worldwide
- Nonstop growth since their first post in 2008

The Best Brand Building Strategy

- Combine several brand building strategies
- Complement these brand building strategies with traditional ones
- Implement!





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Free Brand Building Review

✓ For webinar registrants only!

› We'll discuss:

- Key challenges
- Your current approach to brand building
- Brand building opportunities



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



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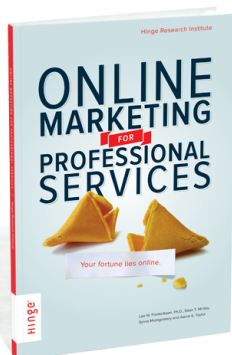
Free Resources



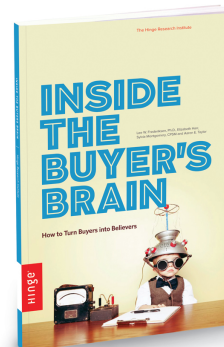
Rebranding Kit



**Brand Building Guide
for Professional
Services Firms**



**Online Marketing for
Professional Services**



Inside the Buyer's Brain

Available at: www.hingemarketing.com/library

Thank you! Questions?

Lee Frederiksen, Ph.D.




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