

# Rethinking Referral Marketing

Presented by: Lee Frederiksen and Elizabeth Harr

# Chat Live on Twitter!

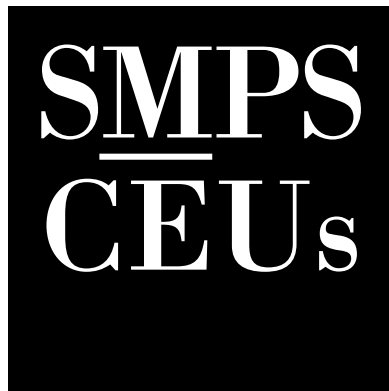
- Today's Hashtag:



#RethinkingReferrals

# SMPS CEUs

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



## Steps:

1. Register to attend our no-cost 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

# Today's Presenters



**Lee Frederiksen, Ph.D.**

Managing Partner, Hinge Marketing

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

Connect with me on LinkedIn:

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

Connect on Twitter:

[@HingeMarketing](https://twitter.com/HingeMarketing)



**Elizabeth Harr**

Partner and Account Director, Hinge Marketing

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

Connect with me on LinkedIn:

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

Connect on Twitter:

[@ElizHarr](https://twitter.com/ElizHarr)

#RethinkingReferrals

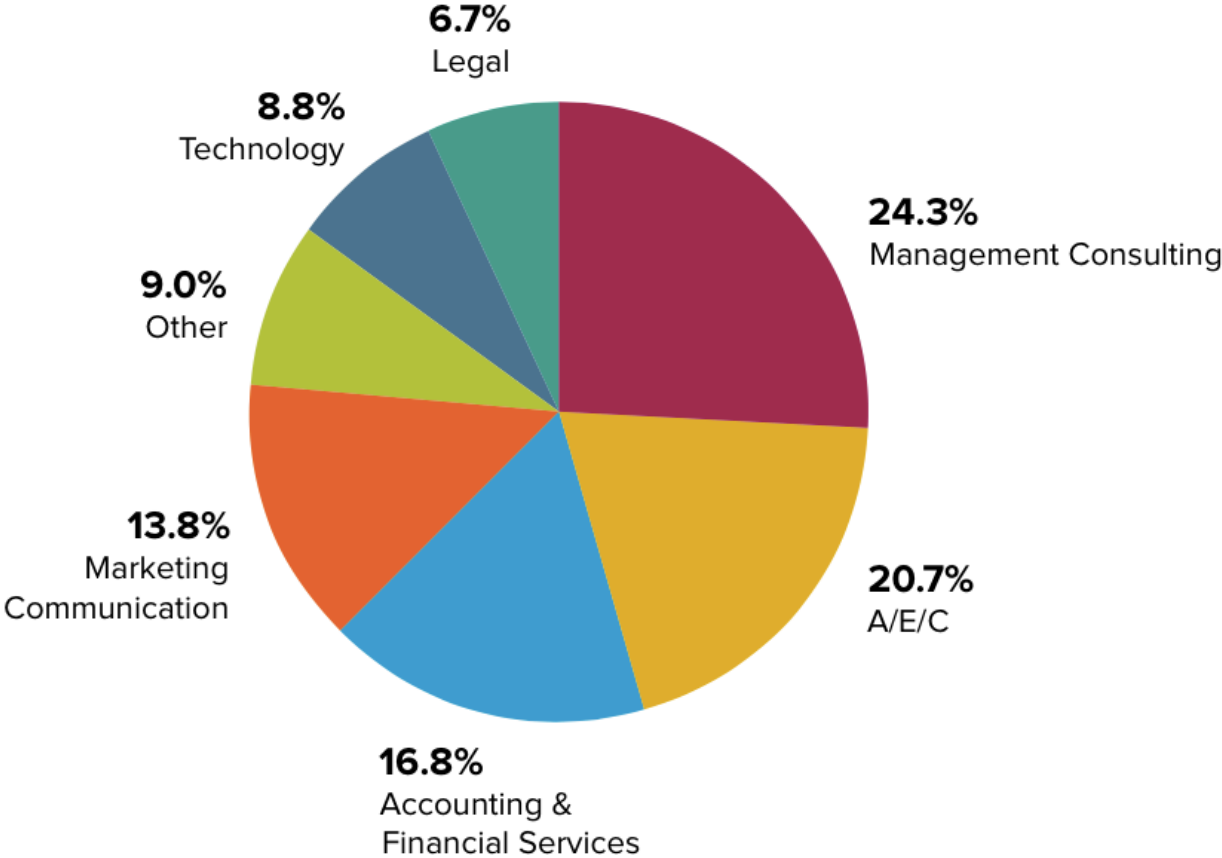
# Agenda

- Research Background
- The Three Types of Referrals
- How Firms Get Referrals
- Why Buyers Rule Out Referrals
- How To Get – And Close – More Referrals
- Q&A

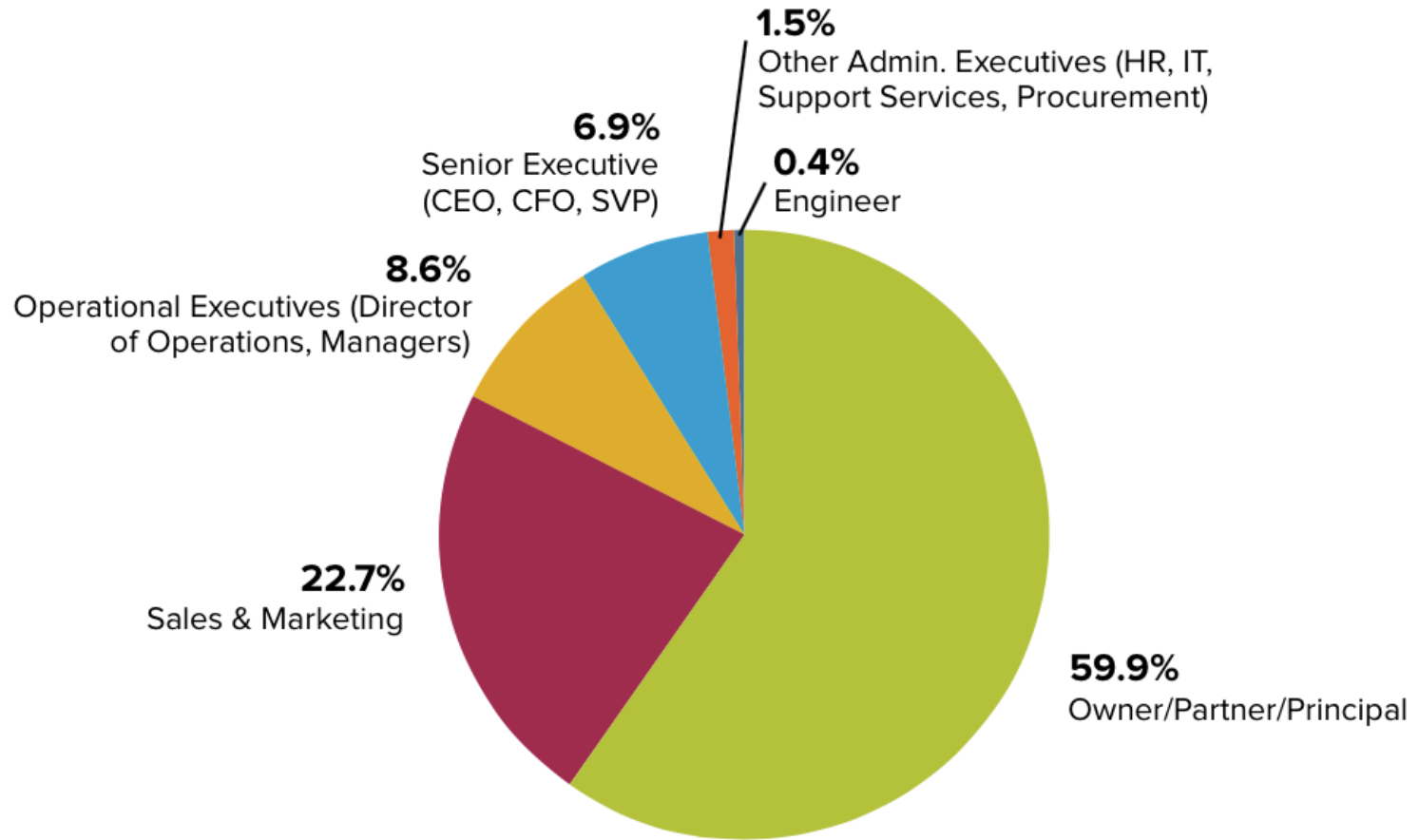


# Research Background

# We Sampled 523 Professional Services Firms

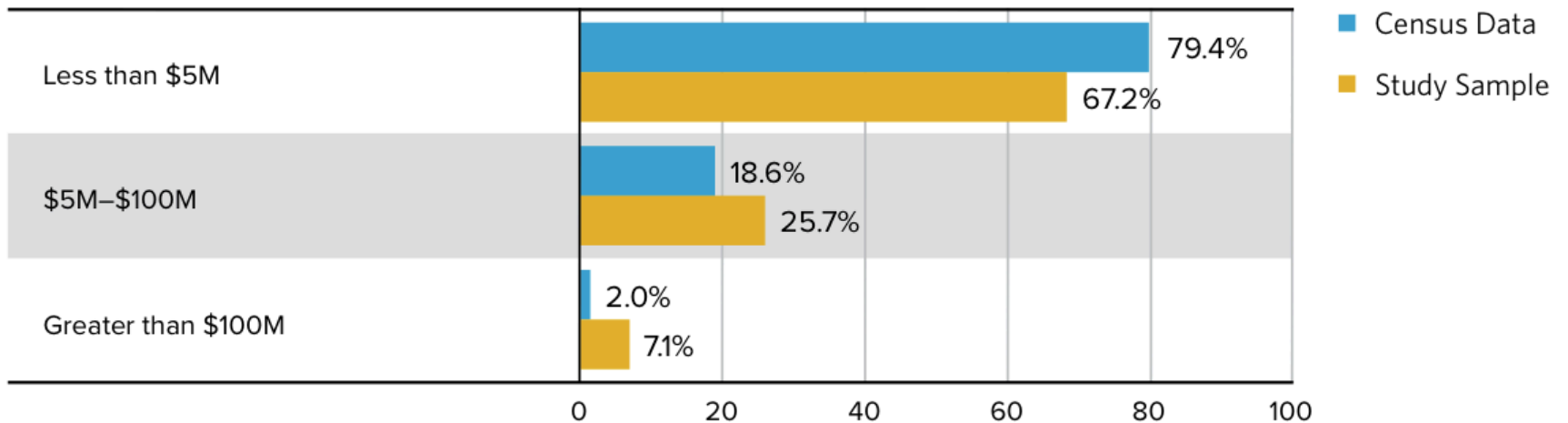


# Primarily Leadership Roles





# Larger Firms Were Overrepresented



#1 Business Challenge

72.1% Attracting and  
Developing New Business

#1 Marketing Initiative

61.9% Generating  
More Referrals

#1 Way Prospects Search

71% Ask Friends or  
Colleagues

# The Three Types of Referrals

# Experience-Based Referrals: The Traditional Referral

- These referrals come from people who have direct experience working with your firm
- 69% of clients are willing to make referrals, but far fewer actually do



#RethinkingReferrals

#1 Reason For Not Referring

72% No one asked  
about their provider

# Firms Need to Rethink Referrals

- Experience-Based referrals are only part of the total referrals a firm receives
- There is a great opportunity to gain referrals from people you have not directly worked with in the past
- Rethink your referrals strategy to widen the base of people you can receive referrals from



#RethinkingReferrals



# 81.5%

received a referral from people  
*they have not worked with*

Think Brand

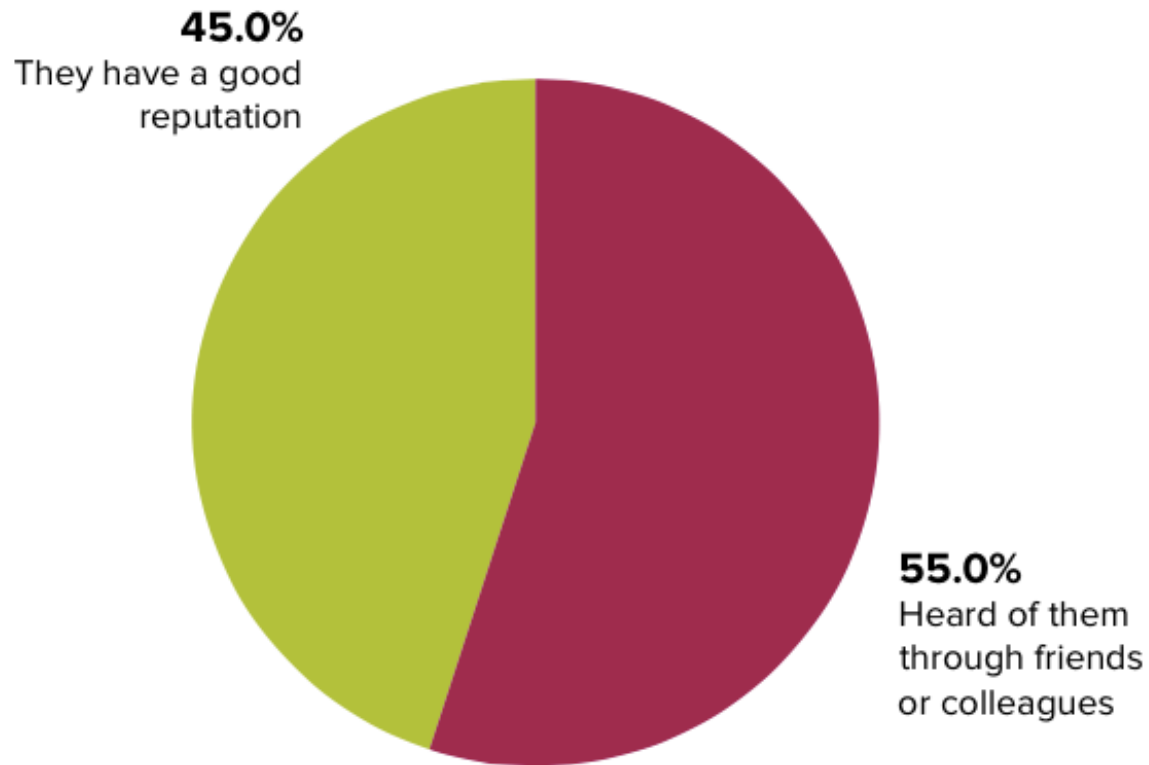
**Brand = Reputation x Visibility**

46.4%

## Reputation-Based Referrals

- These referrals come from people who have not directly worked with you
- They may know someone who has worked with you or they may have heard about your firm's general reputation

# Sources for Reputation-Based Referrals



48.1%

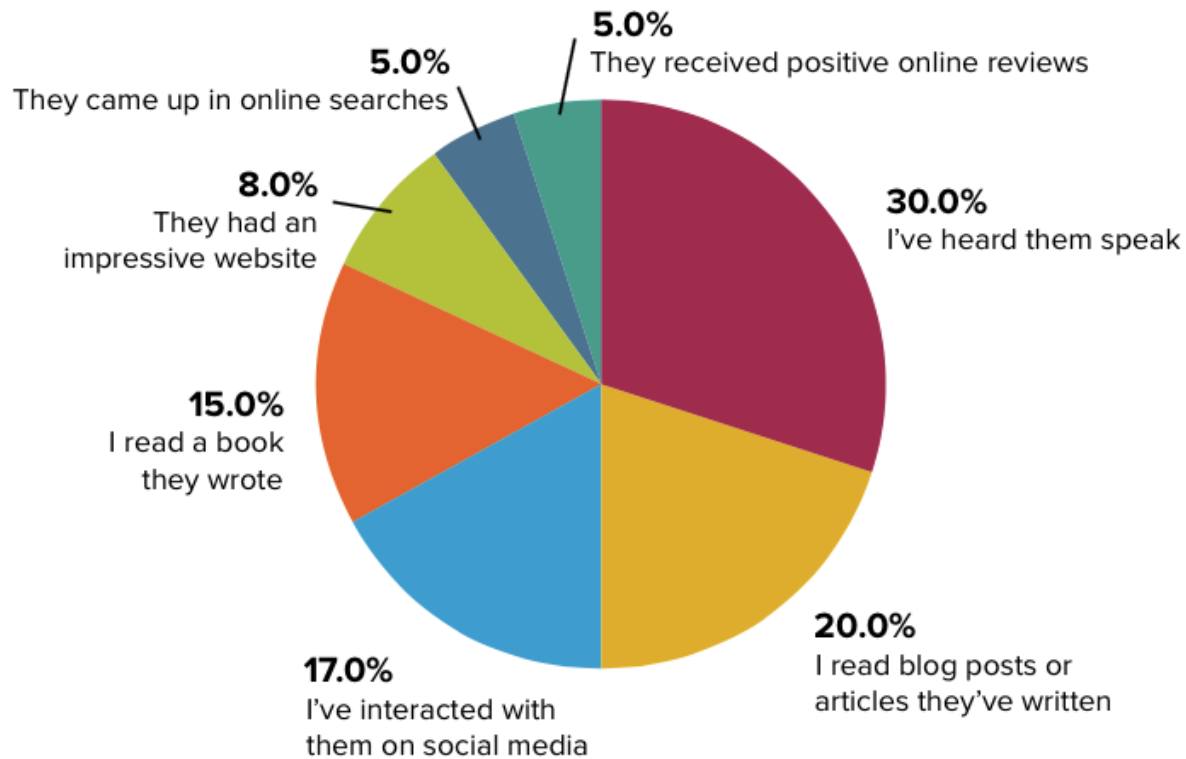
## Expertise-Based Referrals

- These folks are aware that you specialize in certain industries or a certain type of service but often lack any real knowledge of your reputation
- Expertise-based referrals can be an effective means of getting on a potential client's "radar"
- Often driven by content



#RethinkingReferrals

# Sources for Expertise-Based Referrals



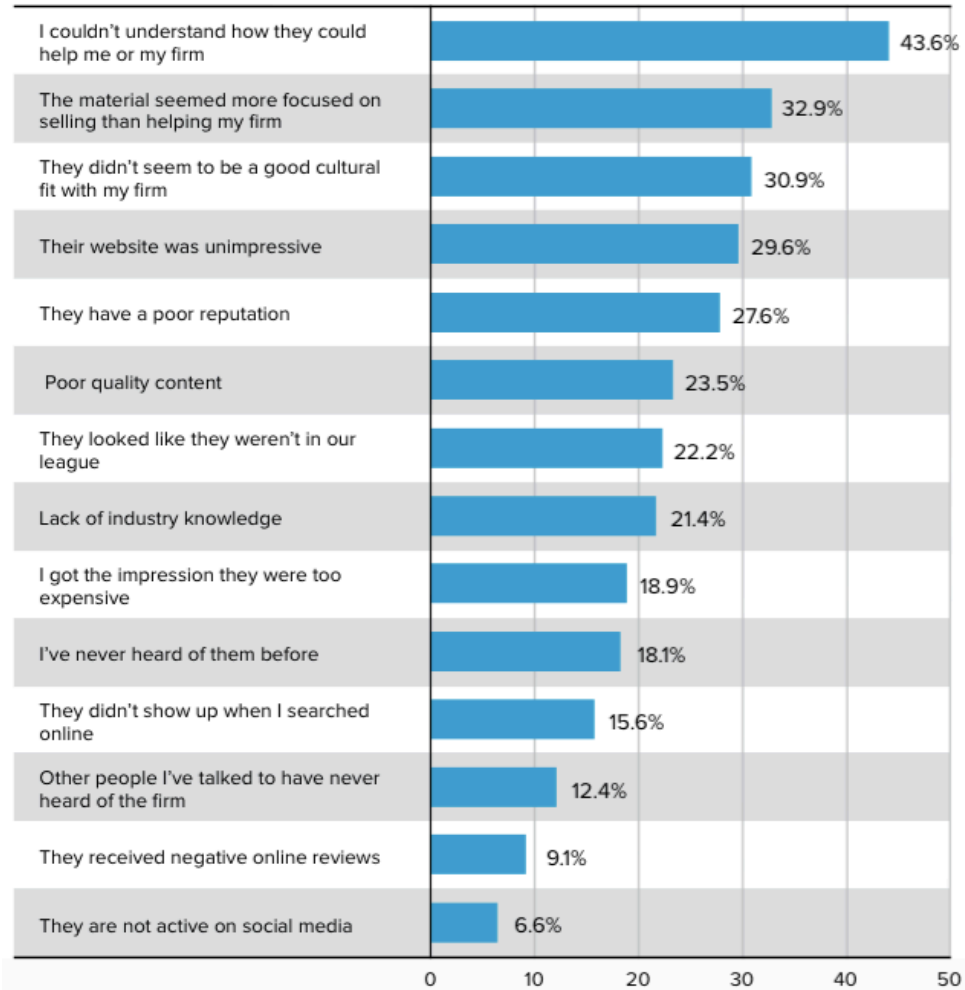
Firms Can Lose  
These Referrals...

51.9%

of potential clients have *ruled out* a firm  
*before* speaking with them



# Why Buyers Rule Out Referrals



# Poor Marketing Kills Referrals

- 43.6% Cite a lack of clarity about the provider's services, expertise, or capabilities
- 32.9% Felt an overemphasis on selling rather than education
- 29.6% Thought their website was unimpressive
- 23.5% Poor quality content ruled out the firm
- 22.2% Not in our league

# How To Get – And Close – More Referrals

# Nurture your best referral sources

- What organizations or influencers are driving the most referrals for your firm?
- Actively cultivate those relationships
- Let them know you want more referrals



#RethinkingReferrals

# Showcase your best referral sources

- Showcase your best referral sources on your website through case studies or testimonials
- This can create social proof of your expertise
- Invite them to participate in conferences and events
- Prospects will ask them about your firm



#RethinkingReferrals

# Upgrade your web presence

- 80.8% of potential clients check out your firm's website before buying
- Your firm's website can be an effective tool in converting referrals into clients
- Conveys what "league" your firm is in
- Spells out your specialty and expertise (marketing copy and content)

# Make sure prospects understand how you can help them

- What do you do?
- Who do you do it for?
- What problems do you solve?



#RethinkingReferrals

# Share your expertise through speaking

- Build a speaking toolkit and topics
- Find target client groups or build your own
- Consider partnering
- Hone your speaking skills (Start small and build)
- Educate... don't scare



# Publish blogs and articles

- Educational content conveys expertise
- Seek to educate your prospects, not other technical experts
- Select topics and issues that your best prospects care about
- Again educate... don't scare



#RethinkingReferrals

# Engage your target audience on social media

- LinkedIn and Twitter are most widely effective
- Think of social media as online networking
- Follow the 80/20 rule of social sharing
- Educate your audience... don't be overly promotional

# Free Resources



2015 Professional Services  
Marketing Priorities



Rethinking Referral  
Marketing



The Visible Expert<sup>SM</sup>

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

# Free Review of your Firm's Referral Strategy

✓ For webinar registrants only!

› **We'll discuss:**

- Your firm's current referral sources
- The reputation and visibility of your firm in the marketplace
- Opportunities to increase your firm's referrals



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

# Thank you! Questions?

## 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](#)

## Elizabeth Harr

Partner and Account Director, Hinge Marketing

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

Connect with me on LinkedIn: [in/eharr](#)


Connect on Twitter: [@ElizHarr](#)

## Connect with Hinge

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

 [www.twitter.com/HingeMarketing](https://www.twitter.com/HingeMarketing)

 [www.facebook.com/HingeMarketing](https://www.facebook.com/HingeMarketing)

 [www.linkedin.com/companies/Hinge](https://www.linkedin.com/companies/Hinge)

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

703.391.8870