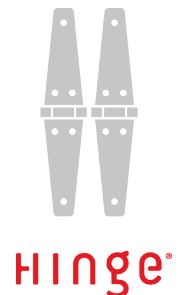


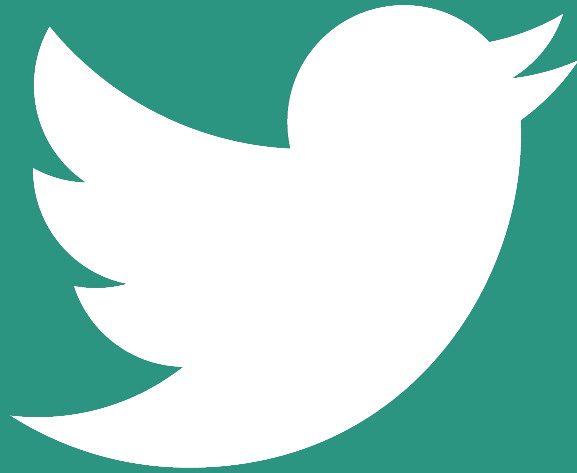


Visible ExpertSM Roundtable Discussion

Presented by: Lee Frederiksen, Sylvia Montgomery
& Elizabeth Harr



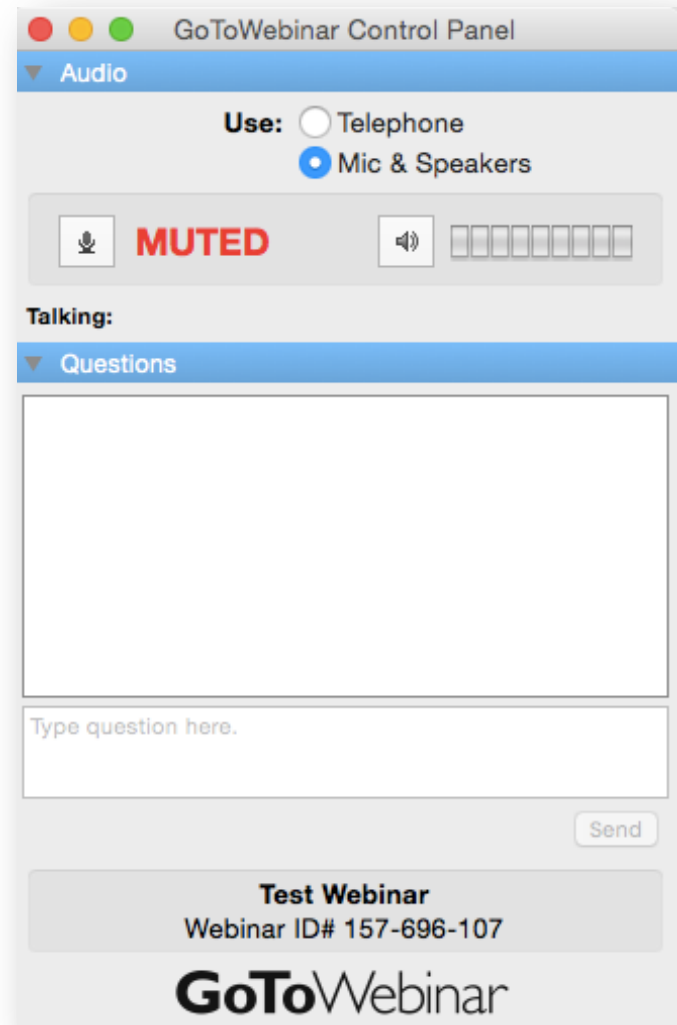
Chat Live on Twitter!



#VisibleExpert

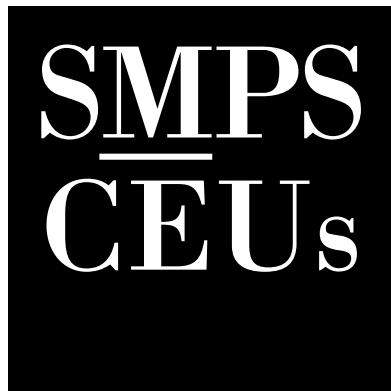
How to Participate

1. Ask questions by tweeting @HingeMarketing during the webinar using the hashtag #VisibleExpert
2. Or post your questions in the chat box of GoToWebinar



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 - Subject Line: SMPS CEUs webinar credit
4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS

Today's Presenters



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Agenda

- Research Background
- Accounting Insights
- AEC Insights
- Technology Insights
- Management Consulting Insights
- Roundtable Discussion



Research Background



8
Years

12
Studies

5000+
Firms

HINGE

#VisibleExpert

#1 Business Challenge

72.1% Attracting and
Developing New Business

Source: 2015 Professional Services Marketing Priorities Research Report

#1 Marketing Initiative

61.9% Generating
More Referrals

Firms need to rethink referrals...

81.5%

received a referral from people
they have not worked with.

Source: *Referral Marketing for Professional Services Firms Research Report*

Think Brand

Brand = Reputation x Visibility

What is a Visible ExpertSM?

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

Five Levels of Expertise

- Level 1: The Resident Expert
- Level 2: The Local Hero
- Level 3: The Rising Star
- Level 4: The Industry Rock Star
- Level 5: The Global Superstar



Why Do Buyers Seek Out High Visibility Expertise?

1. To solve a critical problem.
2. To build the brand and win new business.
3. Because of the confidence conferred by an expert.
4. For a legal proceeding.



A collage of business-related items: a cup of coffee, a calculator, a pen, and various charts. A green banner with the text 'Accounting Insights' is centered over the image. The background includes a pie chart, a bar chart, and a line graph.

Accounting Insights

Top-level Accounting Experts command

14x the billing rate of average professionals.

Top Lead Sources...

Speaking (35.3%)
Referrals (17.7%)

42.5%

plan to increase visibility of firm experts.

A graphic featuring a yellow hard hat at the top center, a yellow tape measure on the left, and a silver spirit level at the bottom. These tools are overlaid on a background of architectural blueprints. A semi-transparent orange rectangle is positioned in the center, containing the text "AEC Insights" in white. The entire composition is set against a plain white background.

AEC Insights

Top-level AEC Experts command

8x

the billing rate of
average professionals.

Top Source of New Leads is...

Referrals (25.0%)

Source: *Visible Expert Research Study AEC Edition*

Firms look to improve their messaging in 2015:

43.2%

plan to make clients more aware
of their services.

Source: Visible Expert Research Study AEC Edition

Firms plan to increase the visibility of their:

Firm Experts (37.9%)
Brand (39.0%)



Tech Insights

Top-level Technology Experts command

9x the billing rate of average professionals.

Top Lead Sources...

Search Engines (25.0%)
Referrals (25.0%)

Top Marketing Tools...

Company or Personal Website Search Engine Optimization

Source: Visible Expert Research Study Technology Services Edition

Websites are KEY

33.3%

plan to upgrade
their website in 2015.

Source: *Visible Expert Research Study Technology Services Edition*

And that's good because...

87.4%

of buyers check out technology
firms' websites before buying.

Source: *Visible Expert Research Study Technology Services Edition*

Leverage Your Website to Improve Your Brand

35.9%

plan to develop a more
compelling message to clients.

Source: *Visible Expert Research Study Technology Services Edition*

A top-down view of various office supplies arranged on a white surface. In the top right is a silver computer keyboard. To its left are a pair of black-rimmed glasses and a blue and black highlighter. Below the glasses is a black notebook with a grid pattern, partially open, with a green pen resting on it. To the right of the notebook are two paper clips, one blue and one green. In the bottom right is a green coffee cup on a matching saucer. At the bottom center is a silver calculator with a green pen resting on it. A semi-transparent maroon rectangle is overlaid in the center, containing the text "Management Consulting Insights" in white.

Management Consulting Insights

Top-Level Consulting Experts Command

17x the billing rate of
average professionals.

The Top Lead Sources are...

Speaking (33.3%)
Books (28.9%)

43.6%

plan to increase brand visibility in 2015.

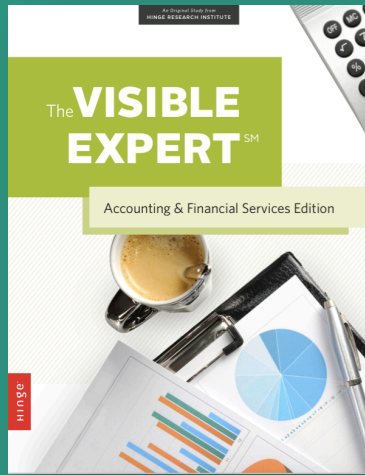
Source: *Visible Expert Research Study Management Consulting Edition*

42.7%

Plan to develop a more compelling
message to potential clients.

Source: *Visible Expert Research Study Management Consulting Edition*

Roundtable Discussion



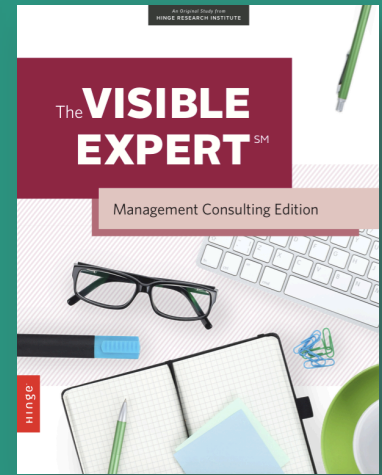
Accounting &
Financial
Services



Architecture/
Engineering/
Construction



Technology
Services



Management
Consulting

Available at: www.hingemarketing.com/library

#VisibleExpert

Free Visible Expert Feasibility Review

✓ For webinar registrants only!

› **We'll discuss:**

- Your current level of market visibility
- Your expertise and thought leadership
- Opportunities to boost your Visible Expert status



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

Thank you! Questions?

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