

The Visible ExpertSM

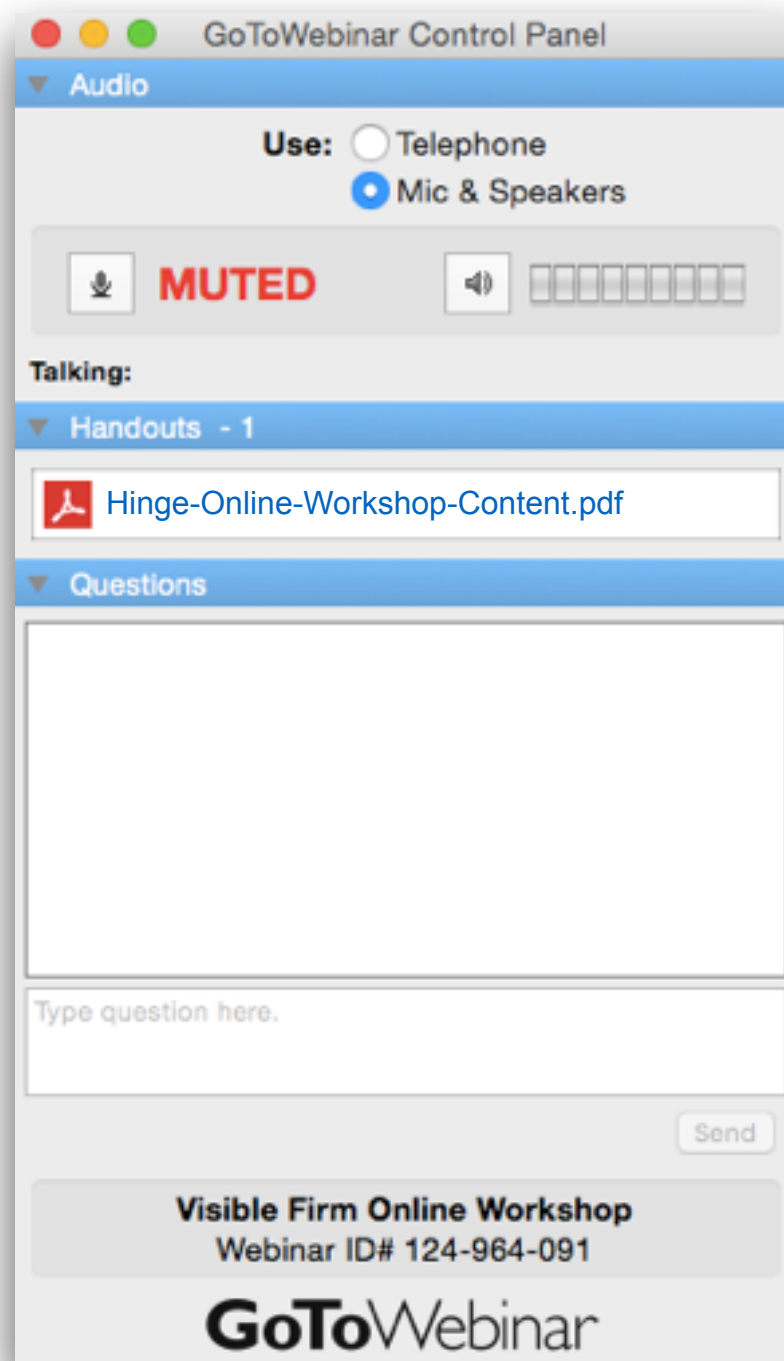
ONLINE WORKSHOP

How to Build Expert Content



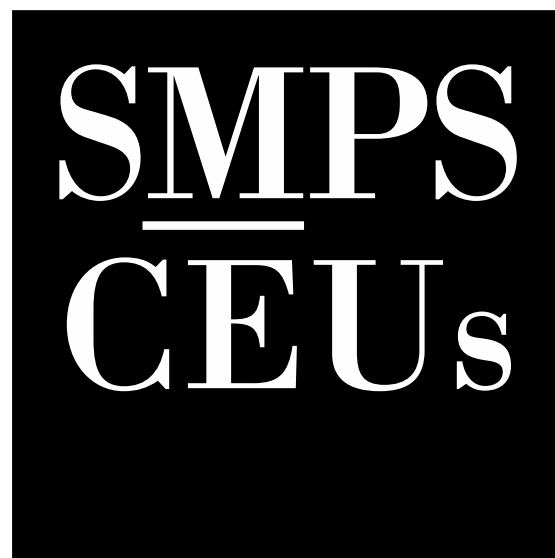
HINGE UNIVERSITY

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

Subject Line: SMPS CEUs webinar credit

4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS

Workshop Instructor



Elizabeth Harr

Partner, Hinge Marketing

eharr@hingemarketing.com

Connect with me on LinkedIn:
in/eharr

Connect on Twitter: **@ElizHarr**

The background of the slide is a photograph of a sky. At the top, there is a clear blue sky. Below it, a faint rainbow is visible, arching across the frame. The bottom half of the image is filled with soft, white and light blue clouds. The text is overlaid on this background.

The Visible Expert

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

Phase 1. The Strategy



Phase 2. The Build

Phase 3. The Rollout



What We'll Cover Today

- ① **What is Content Marketing?**
- ② **Developing Your Content**
- ③ **Content Marketing and Your New Business Pipeline**
- ④ **Understanding Content Formats**
- ⑤ **Using Offers to Transition**
- ⑥ **Tips to Make Content Development Easier**
- ⑦ **Promoting Your Content**

What is Content Marketing?

What is content marketing?

Employing educational content that is **useful and relevant** to your target audiences for the purposes of developing new business.

What Does Content Marketing Accomplish?

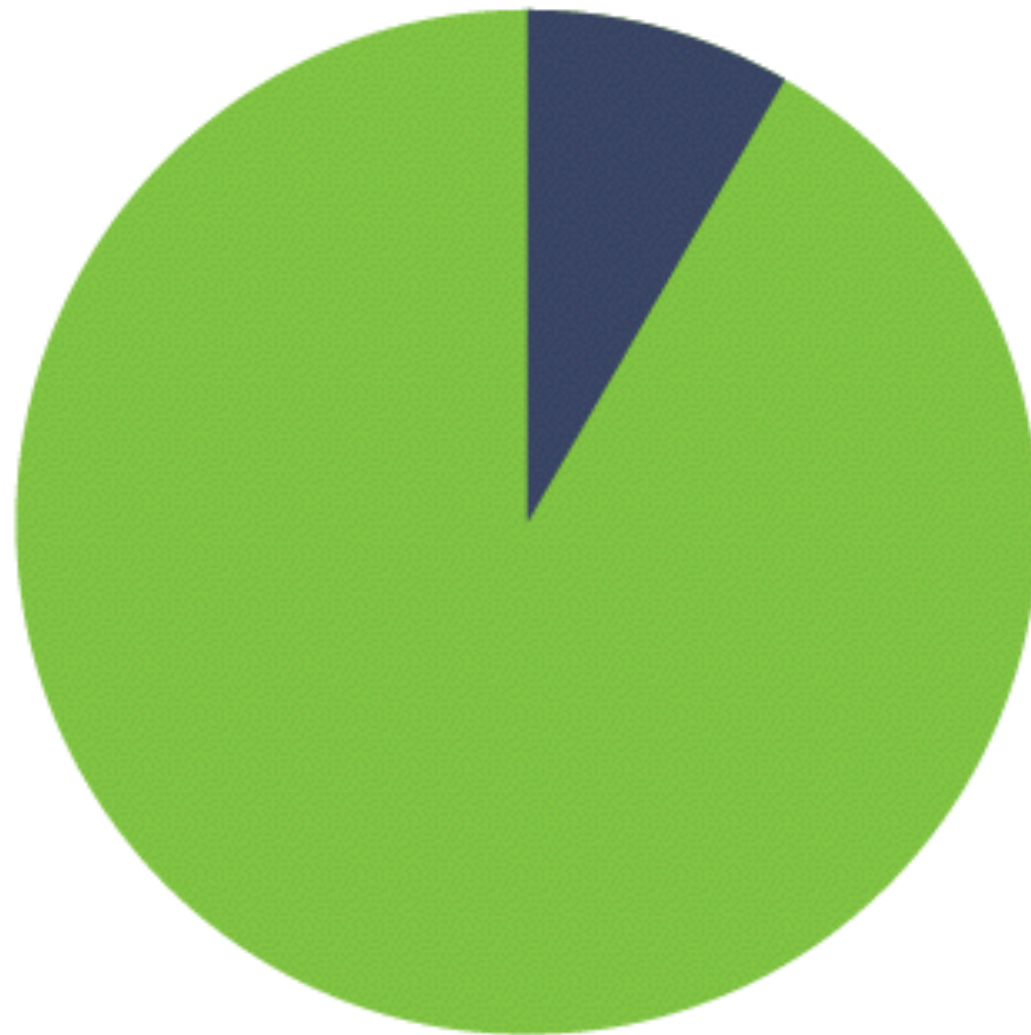
- It demonstrates expertise
- It allows prospects to sample your thinking and approach
- Search engines love original content
- It helps qualify and nurture leads and build your brand
- It's less expensive than traditional outbound marketing
- It works around the clock and around the globe
- Online leads from content drive growth and profitability

86%

of B2B organizations practiced
content marketing in 2015.

*Content marketing helps generate referrals
from people you haven't even worked with.*

Where Do Non-Client Referrals Come From?



5.5%

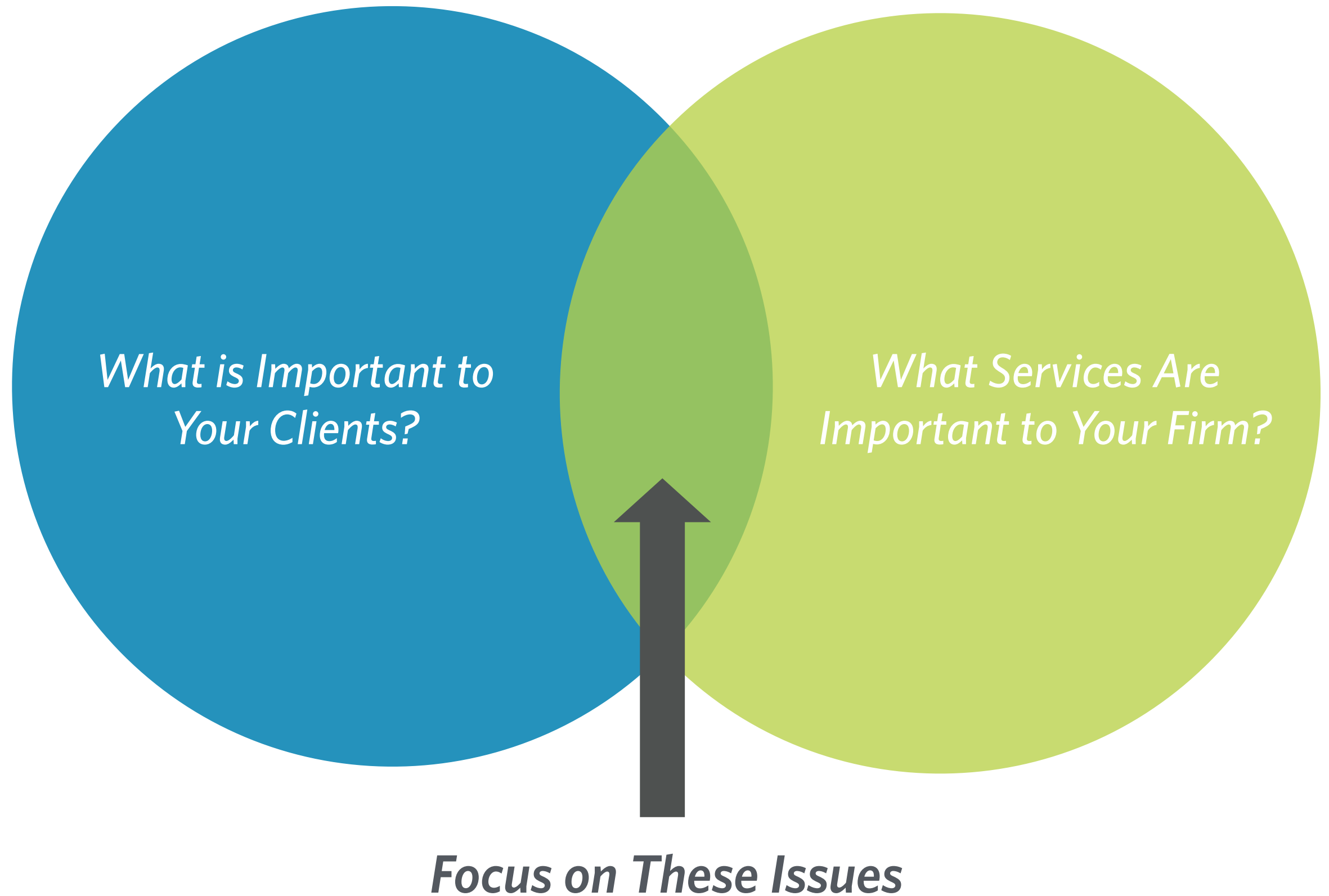
Comes from someone
you've met before

94.5%

Comes from your
reputation, expertise,
and visibility

Developing Your Content

*What is Important to
Your Clients?*





Example: Symco & Co.



Example: Symco & Co.

- **Issue 1: How to obtain working capital for your mid-size company**
 - Topic A: 6 Working Capital Requirements Every Mid-Size Company Owner Should Know
 - Topic B: 5 Mistakes Banks Make When Helping Mid-Size Firms Obtain Working Capital Financing
- **Issue 2: Managing business growth for mid-size companies**
 - Topic A: Why Redefining Business Processes is critical for sustained growth
 - Topic B: How to Incorporate Profit Improvement into Your Growth Strategy

Content Marketing and Your New Business Pipeline

What is a new business pipeline?

A new business pipeline (or funnel) is a systematic process for identifying, nurturing, and closing new business.

*Use your content to reach prospects
at different stages of their buying process.*

Stage 1
Attract Prospects

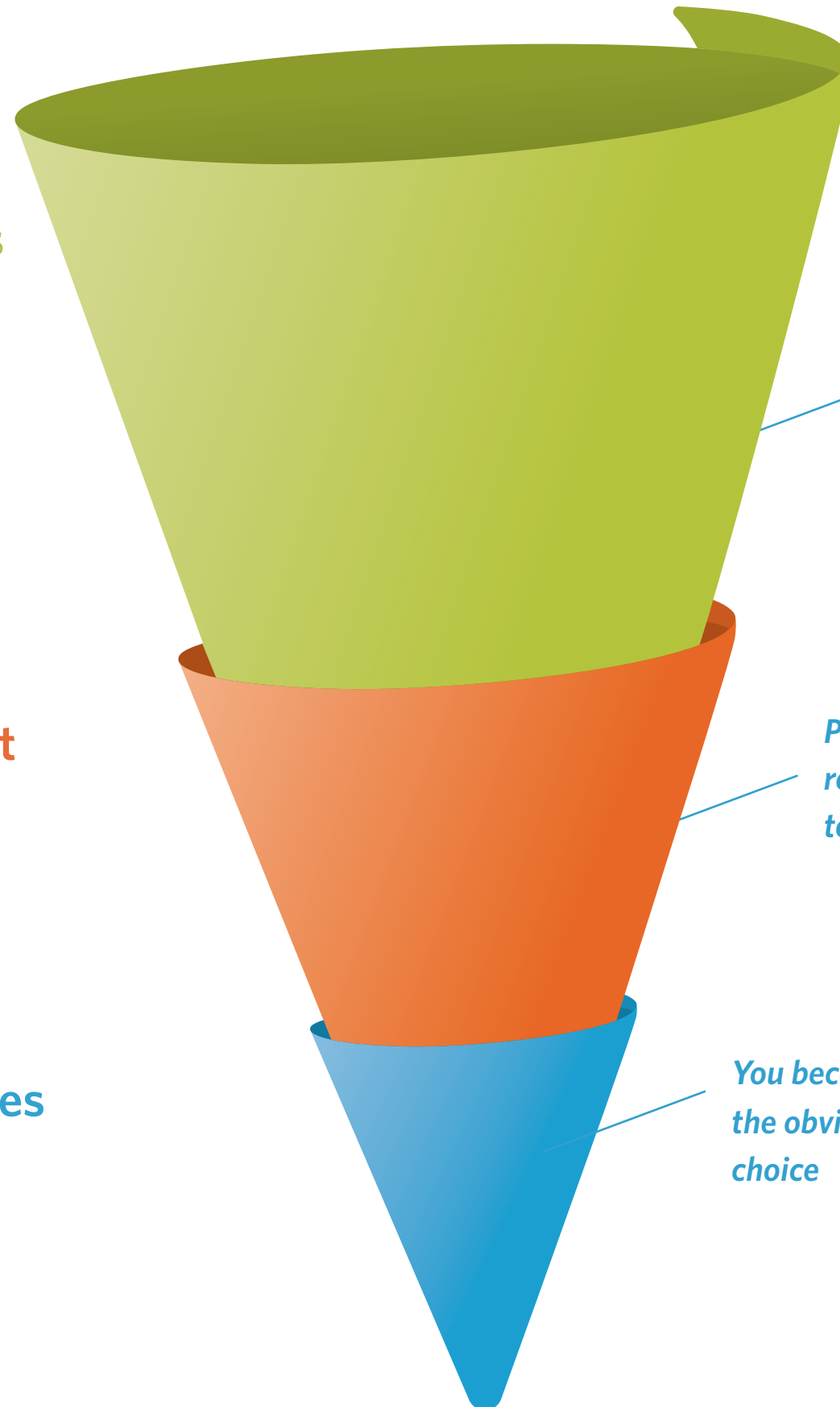
*Prospects find
your content
online and begin
to trust your
expertise*

Stage 2
Build Engagement

*People begin
referring you
to others*

Stage 3
**Turn Opportunities
into Clients**

*You become
the obvious
choice*



*Use different content formats at
different stages of your new business pipeline.*

Stage 1

Attract Prospects

Blog Posts	Slideshares
Articles	Speaking Engagements
Videos	Case Studies

Stage 2

Build Engagement

Webinars	Educational Emails
Executive Guides	Ebooks
White Papers	Research Reports

Stage 3

Turn Opportunities into Clients

Credentials Presentations	Demos
Assessments	Consultations



Understanding Content Formats

Prospects

Techniques to Use

Build Engagement

Techniques to Use

Convert to Prospects

Techniques to Use

Blog Posts

Uses

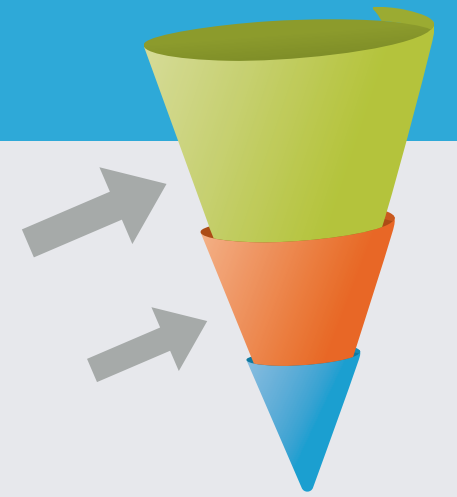
- Attract visitors to your site through SEO
- Sharing on social media
- Nurturing existing leads
- Attracts links
- Builds visibility of your expertise

Access

- Open

Important Considerations

- Regularity is important for readers and SEO
- Should be optimized for keywords



SYMCO & CO.

How to go FAR in business

Phil Symchych | December 7, 2015

Here is my formula for going FAR in business: Go Far: Focus x Action = Results Focus
The first thing they teach you at any professional driving school is: Look where you want to go! Your hands and feet have been following your eyes for your whole life. The system works. Focus is about clear... [Read More](#)

Announcing the 2016 CAFE Regina Board of Directors

Phil Symchych | December 5, 2015

The Canadian Association of Family Enterprises Regina chapter, or "CAFE," is pleased to announce the CAFE Regina 2016 Board of Directors. Front row, left to right: Roland Schulz, Schulzco Holdings; Phil Symchych, Symco & Co; Carole Morsky, Morsky Group; Sherry Knight, Dimension 11; Petra Coutts Schiebel, Coutts Courier (Managing Director); Back row, left to right:... [Read More](#)

2016: What's your business growth plan?

Phil Symchych | December 4, 2015

A business growth plan will help you to accelerate profitable growth, increase the value of your business, improve your working capital, and build your business wealth. However, planning isn't natural for many people. When we were kids in school, we didn't need a plan. We simply wanted to get promoted to the next grade. In business,... [Read More](#)

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A business growth plan will help you to accelerate profitable growth, increase the value of your business, improve your working capital, and build your business wealth. However, planning isn't natural for many people.

When we were kids in school, we didn't need a plan. We simply wanted to get promoted to the next grade. In business, there is no automatic promotion just for surviving the current year and passing a few mandated tests.

During my MBA studies, I discovered research that said only one-third of privately-held businesses developed a formal business plan. So what? So, the study continued, the one-third of businesses that planned their future consistently achieved higher profits than the two-thirds that didn't plan.

I can hear some people saying that "plans are too constraining" or "I need to respond to my customers."

Ironically, plans aren't constraining, but rather freeing because they create parameters around where you are focused, how you invest your resources, what things you will consider, and, more importantly, what things you will say "No!" to in order to stay on track.

Strategy and management discipline are about saying "NO" to the many distractions that pop up disguised as opportunities.

If you are a small business, the key to staying small is to avoid planning and to continue flying by the seat of your pants, without a specific focus (because focusing takes courage). If you want to grow, then focus on the business growth plan.

Water, when it's focused at 60,000 psi, can cut through two inches of steel. Water, when it's not focused, just splashes around, causing rust, and weakening the steel. A good business growth plan will focus your resources on creating success for your customers and for you.

Guest Posts & Articles

Uses

- Builds links for SEO
- Builds visibility of your expertise
- Attracts new audience
- Sharing on social media
- Draws referral traffic back to your site

Access

- Open

Important Considerations

- Use niche publications to reach highly targeted audience
- Use broad publications to build visibility
- Should be optimized for keywords



SYMCO & CO.

Published Articles



- [Your Business Report Card](#)
- [Working from Instinct vs. Working from Insight](#)
- [Why There's No Success in Succession and What To Do About It](#)
- [Why Hiring a Consultant is Good Business](#)
- [What Makes the Best Consultants Tick](#)
- [What is Strategy?](#)



Case Studies

Uses

- Builds credibility and trust
- Speaks to your expertise
- Tangible evidence of prior success
- Humanizes your firm and services — prospects can relate

Access

- Open

Important Considerations

- Use numbers, facts and specifics — not fluff
- Put in easy-to-read format



Videos

Uses

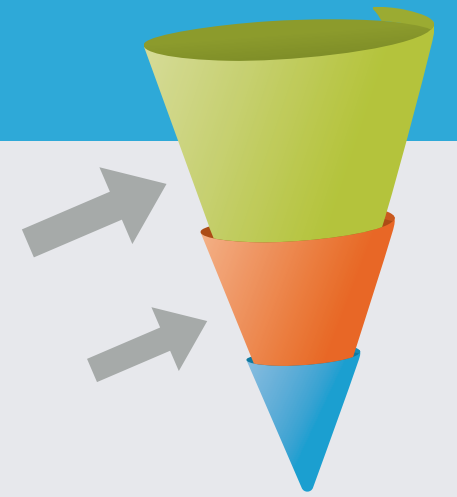
- Builds credibility
- Humanizes your firm
- Makes content easy to digest
- Can be used for blog posts, firm overview, testimonials, etc.

Access

- Open

Important Considerations

- Make sure it looks and sounds professional
- Keep videos under 5 minutes
- Incorporate other footage besides talking heads
- Optimize for SEO by using keywords in title and tags, add transcript



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Expertise

Services

Speaking

Resources

Blog

Video

RESOURCES

Guides

Books

Podcasts

Articles & Reports

> Video

Video

The most important metrics

October 11, 2015

Management Concepts

October 11, 2015

What Must You Measure in Your Business

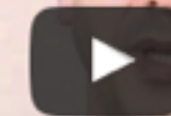
October 11, 2015

Why You Need Ratios and KPIs?

October 11, 2015

Management Concepts

Management Concepts



NEW BOOK



Turn your business into a gold mine. Create wealth with focused strategies, effective marketing, and monetization.

LEARN MORE

WELCOME VIDEO



Phil Symchych supports, energizes, and enables entrepreneurs

FROM THE BLOG

How to go FAR in business

December 7, 2015

Announcing the 2016 CAFE Regina Board of Directors

December 5, 2015

2016: What's your business growth plan?

December 4, 2015

Speaking Engagements

Uses

- Builds credibility
- Humanizes your firm
- Allows for face-to-face interaction
- Builds visibility
- Demonstrates your expertise

Access

- Depends on event

Important Considerations

- Understand the audience's roles and needs
- Keep presentation engaging with different visuals, examples, research, etc.
- Offer access to more content and way to follow-up



Uses

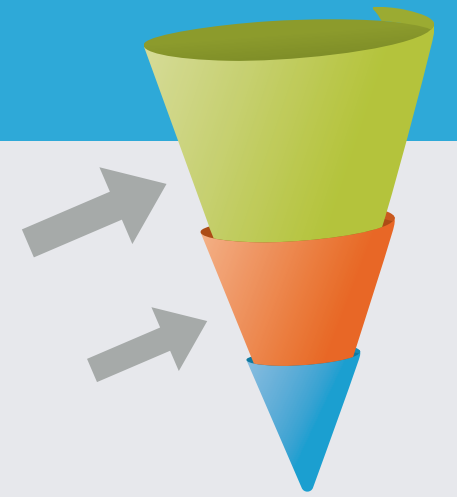
- Sharing on social
- Tends to visual learning types
- Easy to digest
- Format to repurpose content
- Increase visibility of your expertise

Access

- Open

Important Considerations

- Use visuals to illustrate your points — keep text minimal
- Keep in mind there is no speaker — have someone unfamiliar with the content run through it first
- Optimize for SEO by using keywords in title and tags, add transcript



Webinars

Uses

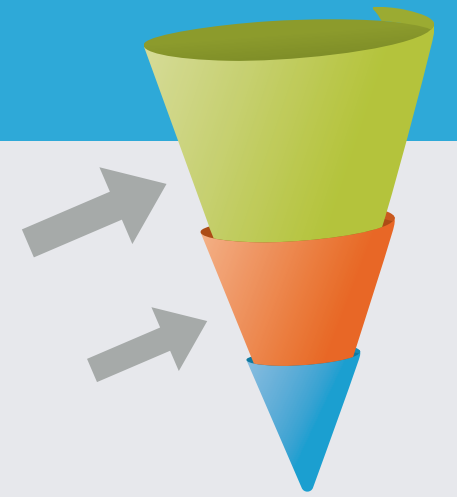
- Appeals to certain learning styles
- Allows for interaction with Q&As
- Demonstrates expertise

Access

- Requires registration

Important Considerations

- Make sure it looks and sounds professional
- Encourage interaction
- Include offer at the end for deeper engagement
- Include examples, visuals, research, etc.



Executive Guides & White Papers

Uses

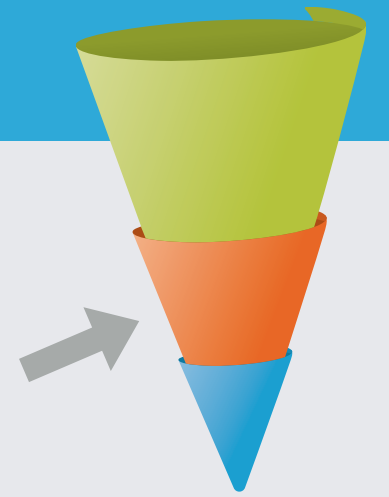
- Premium content to deepen engagement
- Help qualify people
- Exchange for contact information
- Typically at the issue level
- Demonstrates greater depth of expertise
- Used to educate during business development

Access

- Requires registration

Important Considerations

- Title is key — optimize title and landing page, but not content
- Appearance matters
- Focus on simplifying complex issues
- White papers can be more technically focused
- Typically under 30 pages
- Should contain an offer for deeper engagement



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RESOURCES

> Guides

Books

Podcasts

Articles & Reports

Video

Guides

BANK FUNDING TO GROW YOUR BUSINESS

October 12, 2015

How to Increase Profit

October 12, 2015

52 Profit Boosting Tips for Business Owners & Managers

October 12, 2015

BANK FUNDING TO GROW YOUR BUSINESS

Download Today



DOWNLOAD

Educational Emails

Uses

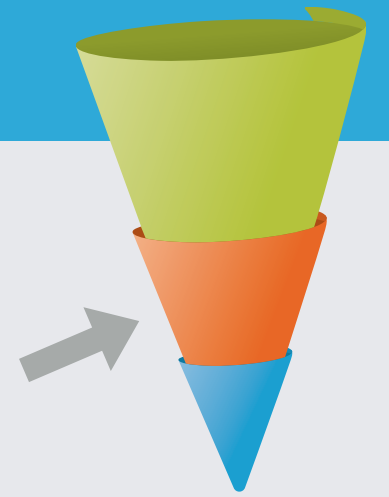
- Primarily for lead nurturing
- Can personalize offers
- Expose leads to other services or areas of expertise
- Can also be used with existing clients
- Provides continuity of contact/visibility
- Can push different content formats as they come out

Access

- Requires registration

Important Considerations

- Consider blog round-ups for content
- Consider your needs when choosing a CRM
- A good list can open up partnership opportunities
- Fine tune frequency of emails — too many vs. not enough
- Balance offers and educational material

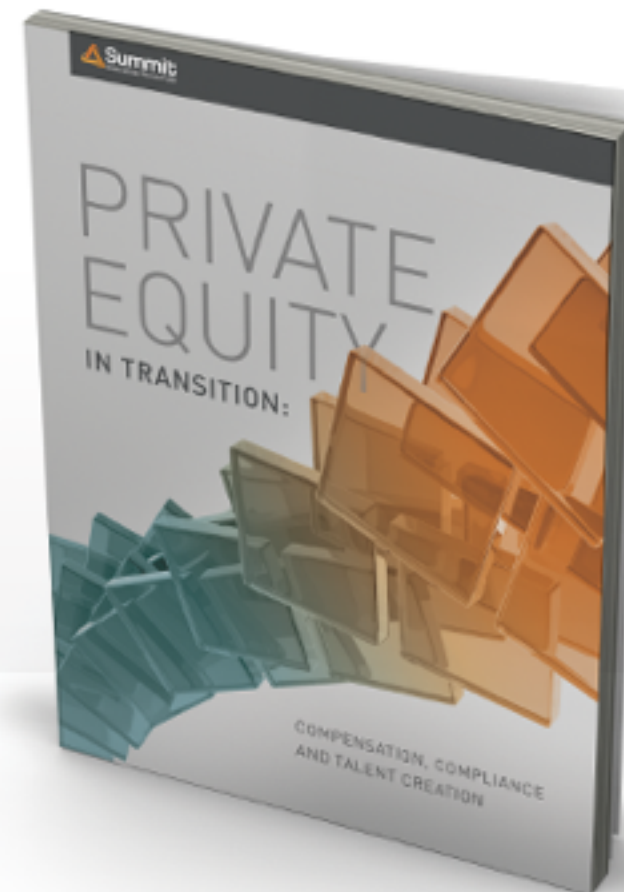


FREE GUIDE

Private Equity in Transition: Compensation, Compliance and Talent Creation

Today, private equity firms must comply with the SEC's stricter new transparency requirements **and** compete for top executive talent to lead their portfolio companies.

That's why we've written this informative guide to help you thrive in these challenging times. Best of all, the guide is free!



DETAILS:

- 5 chapters
- Cost: FREE

[Download Your Guide Now](#)

Uses

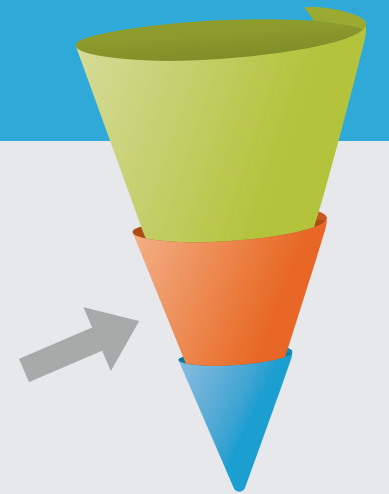
- Premium content to deepen engagement
- Help qualify people
- Exchange for contact information
- Typically at the issue level
- Demonstrates greater depth of expertise
- Used to educate during business development

Access

- Requires registration

Important Considerations

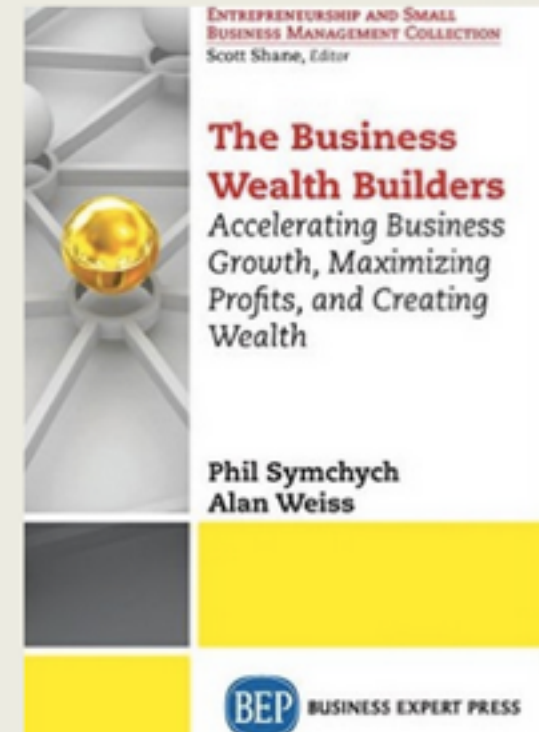
- Title is key — optimize title and landing page, but not content
- Appearance matters
- Focus on simplifying complex issues
- Typically 30 pages to book length
- Often free or free preview
- Can be positioned as full length book
- Consider print on demand and distribution through book channels
- Consider combos of formats
- Should contain an offer for deeper engagement



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Download Today

DOWNLOAD



Research Reports

Uses

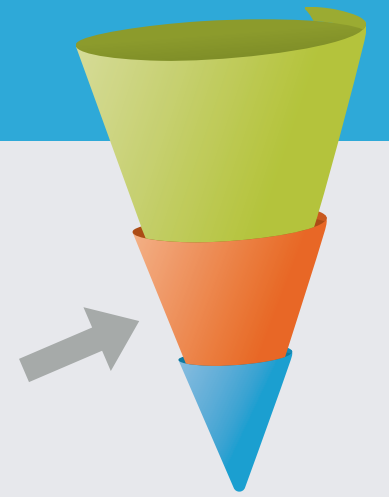
- Premium content to deepen engagement
- Help qualify people
- Exchange for contact information
- Draws more links and shares
- Can be used in blog posts, articles and other content
- Solidifies expertise
- Validates assumptions

Access

- Requires registration

Important Considerations

- Consider partnering relationships
- Can be recurring content (annually, quarterly)
- Appearance matters
- Emphasize interpretation and analysis - not just reporting



Assessments/Consultations

Uses

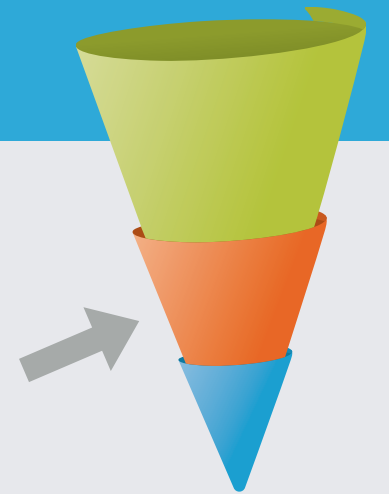
- Convert engaged prospects into opportunities
- Allows you to understand their situation

Access

- Requires registration

Important Considerations

- Beginning of business development process
- Provide a benefit to the prospect
- Listen first, then educate





First Name

Last Name

Email

Phone Number

Org Name

BEGIN ASSESSMENT

Insider Threat Snapshot Assessment:

Are you prepared to stop an insider attack?

An insider threat could be a great danger to your organization – but it's hard to know how to best address so many evolving threats against your most vital information.

Our insider threat snapshot assessment is designed to gather a minimal amount of information about your organization's efforts to combat malicious insider attacks, unintentional data leaks, or other threats from within the organization to sensitive information.



The insider threat and risk assessment will:

- Automatically calculate your program's maturity based on your answers
- Compare your insider threat program against real-world benchmarks
- Create a report with future recommendations from Big Sky Associates Experts

Using Offers to Transition

Types of Offers

- Allows prospects to move through the funnel
- 4 types:
 - Topic to topic
 - Visitor to lead
 - Lead to engage
 - Engage to opportunity



Offer Strategy

- Each piece of content should have an offer for the next-highest level of engagement
- Top of the funnel content can have topic-to-topic offers
- Don't waste offers
- One offer, multiple opportunities

21 AUG
2015



Three Blogging Tips for Professional Services Marketers

Blogging as a marketing tool is all about creating value through educating your audience. By offering your insights, you build your brand and invite in leads when they're ready to talk further about your services.

Blogging is so effective as a branding tool that nearly 74% of Visible ExpertsSM use blogs as a part of [their marketing strategy](#) and rate blogging as the fifth most impactful marketing tool.

These Visible Experts are industry leaders whose visibility and reputations make them brands unto themselves, giving their firms and ideas a leg up in the marketplace. These high profile professionals know what they're doing—and most of them are blogging.

If you haven't yet built a loyal following (and even if you have a large readership), you should always be working to get more eyes on your blog. [Promote and amplify your content](#) to increase your impressions and the exposure you'll get.

Publishing blog posts and letting them be won't get the results you want. Your content will quickly go stale and your efforts will have been wasted.

SEE ALSO: [5 Point Checklist to Ensure Your Content Gets Maximum Reach](#)

Share your posts on social media to drive website traffic. Have your marketing partners promote your content as well (and kindly return the favor to keep online relationships strong). Last but not least, *leverage your existing contacts*. You've got existing contacts who are likely interested in what you have to say. So, promote your blog posts through all the channels you use to reach prospects and clients, including through email, newsletters, webinars, and more.

4 AUG
2015

Rethinking Referral Marketing: Build Your Professional Network

At this point, we've gone through many of the steps needed to build a complete and powerful referral strategy:

1. Referral Marketing and Your Professional Services Brand
2. Where Are You Now?
3. Understand Your Target Audience
4. Develop a Strategy
5. Demonstrate Your Expertise

Now it's time to turn your attention to building our your professional network.

Clients and influencers tend to refer firms with expertise and reputations that they understand — firms they trust. But trust doesn't always proceed from a professional engagement. Often, it may arise as a result of your reputation, your expert content, your social interactions, or a mix of all three.

The fact is that your network is fertile ground for referrals. And today, your professional network extends far beyond the people you meet in person. Social media has grown to become an essential networking tool, hosting vibrant, ongoing conversations between industry leaders. Our research shows that 60% of professional services buyers use social media to evaluate potential providers.

FREE GUIDE

Rethinking Referral Marketing



Learn how your professional services firm can drive more referrals and new business by building a strong brand.

40 Pages

DOWNLOAD NOW



Elizabeth Harr

to me

Aug 3 ☆



How can your marketing help you succeed?

Let's find out. We'd like to offer you a **full marketing assessment**. For \$3500, our professional services marketing experts will analyze your marketing efforts and provide practical, specially tailored strategies to improve your results.

[Request your assessment»](#)

We'll discuss your past and present marketing experiences to better understand your challenges. Then we'll conduct a review of:

- **Marketing Collateral:** We'll review existing materials, including brochures, pitch decks, trade show materials, and more.
- **Your Online Brand:** We'll assess how well your website, content, and social media presence reflects your brand, builds trust, and fuels growth.
- **Website Analytics:** What secrets are hidden in your analytics? We'll decipher your numbers and share the most revealing insights.

Based on our analysis, we'll give you specific guidance for priorities and implementation.

Ready to get started?

[Request your assessment today»](#)

Happy marketing,
The Hinge team

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Tips to Make Content Development Easier

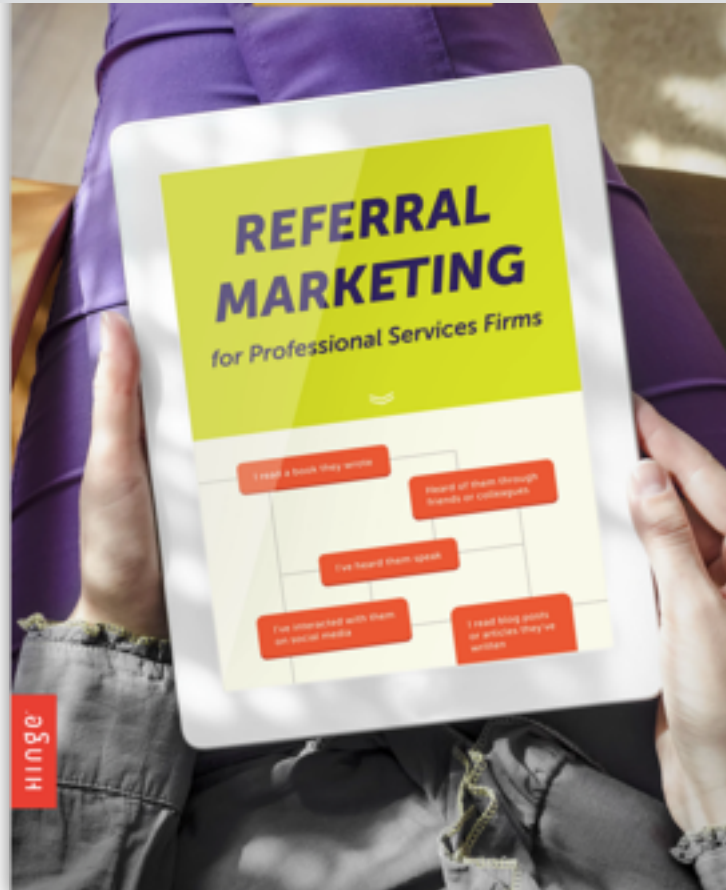
Who Should Write the Content?

- Subject matter expert (SME)
- Marketing person
- Professional writer
- Combination of these

Finding Efficiencies

- Schedule and prioritize
- Create a content calendar for planning
- Repurpose content

Research Report



Guide



Webinar



Blog Posts

Rethinking Referral Marketing: Understand Your Target Audience

ELIZABETH HARR 06/16/15

Rethinking Referral Marketing: Develop a Strategy

ELIZABETH HARR 07/08/15

Rethinking Referral Marketing: Demonstrate Your Expertise

SYLVIA MONTGOMERY 07/21/15

Promoting Your Content

How to Promote Your Content

- SEO
- Social sharing
- Lead nurturing
- Marketing partnerships
- Paid advertising



Join our next hands-on Visible Expert Workshop: **The Visible Expert Website**

Discover how to make your website a thought leadership platform,
a lead producer, and a powerful catalyst for growth.

Wednesday, January 20 at 1:00pm EST

How?

Register at: <http://goo.gl/0hSSfr>

Contact Info

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

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

Connect with Hinge

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-  www.twitter.com/HingeMarketing
-  www.facebook.com/HingeMarketing
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