

The Visible ExpertSM

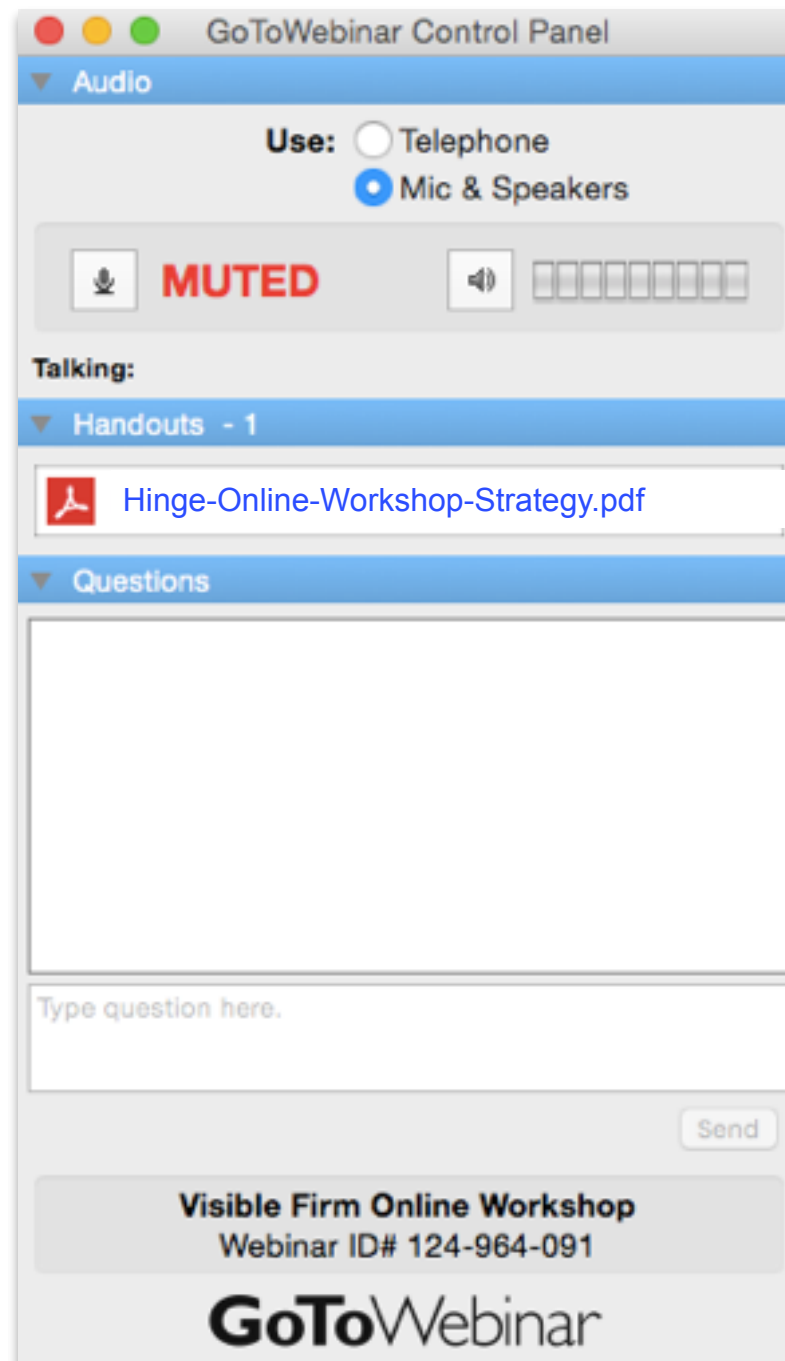
ONLINE WORKSHOP

Putting Your Expert
Strategy to Work



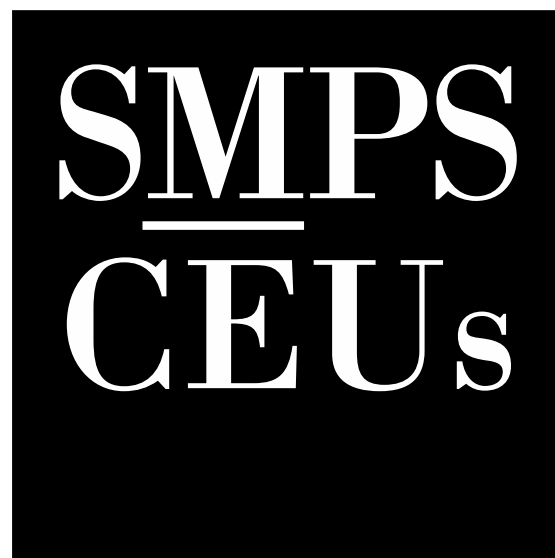
HINGE UNIVERSITY

Download Today's Worksheet



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Steps:

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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



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The Visible Expert

An expert who has attained high visibility and a reputation for expertise in their industry niche.

Phase 1. The Strategy



Phase 3. The Rollout



Phase 2. The Build

What We'll Cover Today

- ① **Common Implementation Issues**
- ② **Rethinking your Marketing Team**
- ③ **Rethinking your Business Development Team**
- ④ **Implementation Processes and Tips**
- ⑤ **Measuring, Tracking, and Adjusting**

Common Implementation Issues

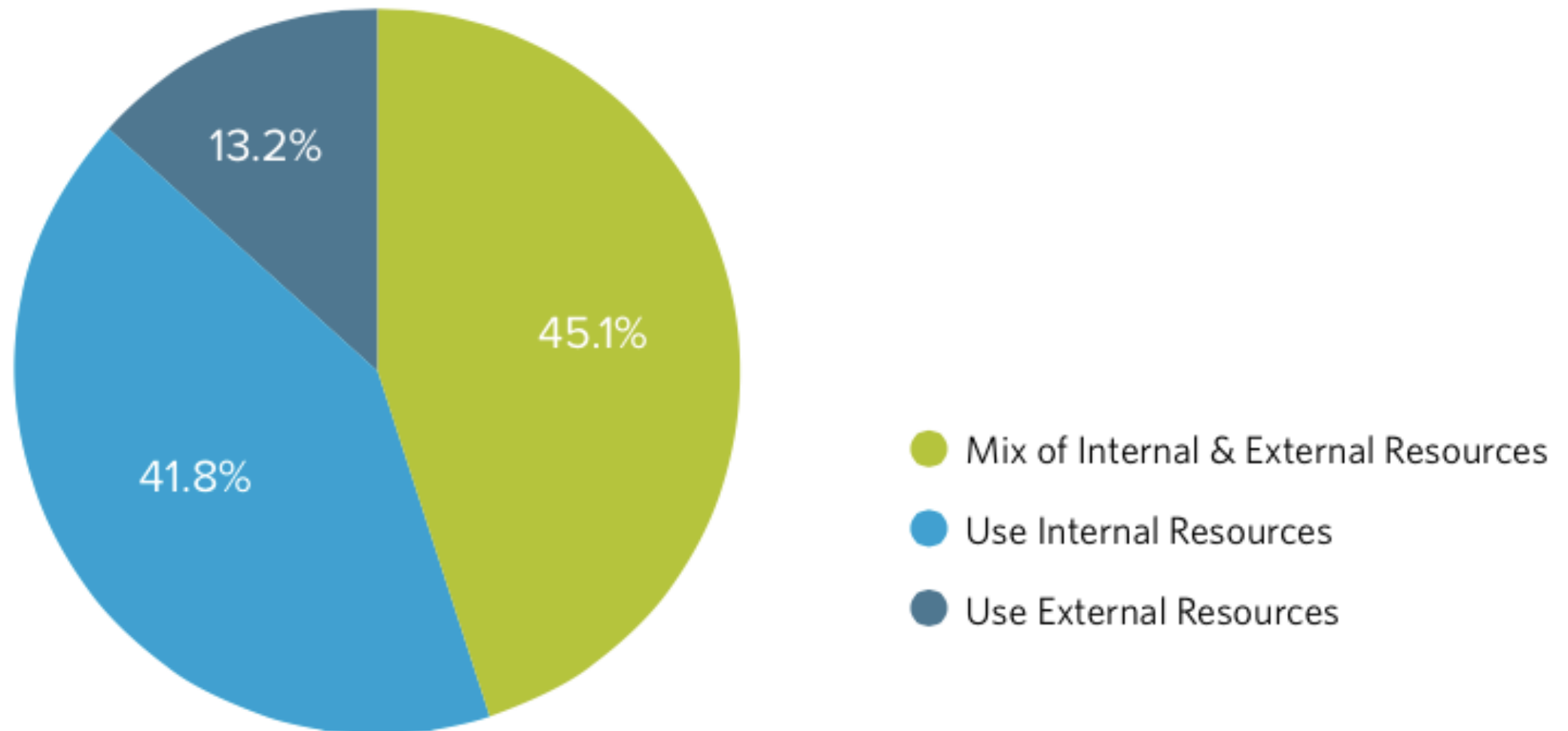
Meet Today's Marketing Department

What Skills Are Needed For Success

- Research
- Strategy
- Editorial content
- Marketing content
- Promotion
- Analytics
- Implementation support



How Firms and Experts Are Approaching Marketing Today



| Marketing Skill | Existing Skill | Train Internally | Hire Externally |
|-----------------------------|----------------|------------------|-----------------|
| Research | | | |
| Keyword research | | | |
| Target audience research | | | |
| Competitive research | | | |
| Guest posting opportunities | | | |
| Speaking opportunities | | | |
| Partnership opportunities | | | |
| Strategy | | | |
| Positioning and messaging | | | |
| Content | | | |
| Promotion | | | |
| Offers | | | |
| Networking | | | |
| Partnerships | | | |

Research

- Keyword research
- Target audience research
- Competitive research
- Topic research
- Guest posting opportunities
- Speaking opportunities
- Partnership opportunities



Strategy

- Positioning and messaging
- Content strategy - issues and topics
- Promotion
- Offers
- Networking - events and social media
- Partnerships



Writing Editorial Copy

- Blog content and articles (own and guest)
- Newsletter
- Guides and white papers
- Ebooks and books
- Webinars and presentations
- Research reports



Writing Marketing Copy

- Promotional email
- Offers
- Ads
- Website copy
- Pitches
- Proposals



Promotion

- Networking and social media
- Partnerships
- Speaking opportunities
- Guest posts and articles



Analytics

- Website traffic
- Social media traffic
- Email
- CRM/Pipeline - leads, opportunities, proposals
- Conversions
- A/B Testing



Implementation Support

- Scheduling
- Project management
- Content calendar management
- Website management
- CRM/Marketing Automation management
- Graphic design and layout
- Presentation preparation
- Social media management



Meet Today's Business Development Department

**Are traditional business
development skills enough?**

Cold call prospects

**Are traditional business
development skills enough?**

Cold call prospects

Network face-to-face

**Are traditional business
development skills enough?**

Cold call prospects

Qualify prospects

Network face-to-face

**Are traditional business
development skills enough?**

Cold call prospects

Qualify prospects

Network face-to-face

**Are traditional business
development skills enough?**

Build relationships

Cold call prospects

Qualify prospects

Network face-to-face

**Are traditional business
development skills enough?**

Build relationships

Speak persuasively

Cold call prospects

Qualify prospects

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**Are traditional business
development skills enough?**

Build relationships

Negotiate with prospects

Speak persuasively

Cold call prospects

Qualify prospects

Network face-to-face

**Are traditional business
development skills enough?**

Build relationships

Negotiate with prospects

Speak persuasively

Close the deal

**Today's BD Team
also needs to...**

Make expertise visible

**Today's BD Team
also needs to...**

*Use content to educate
and nurture*

Make expertise visible

**Today's BD Team
also needs to...**

*Use content to educate
and nurture*

Make expertise visible

Engage online

**Today's BD Team
also needs to...**

*Use content to educate
and nurture*

Make expertise visible

Engage online

**Today's BD Team
also needs to...**

*Solve problems
collaboratively with prospects*

*Use content to educate
and nurture*

Make expertise visible

Engage online

**Today's BD Team
also needs to...**

*Solve problems
collaboratively with prospects*

*Help influencers persuade
internal teams*

Processes and Tips

Content Planning

- Plan out how and when you are going to deliver your content to your audience
- Will help you stay organized and work around a schedule - content will be ready to deliver
- Will help you see at a high level if you're distributing your focus across your topics
- Will help you from a tactical level so you can plan ahead

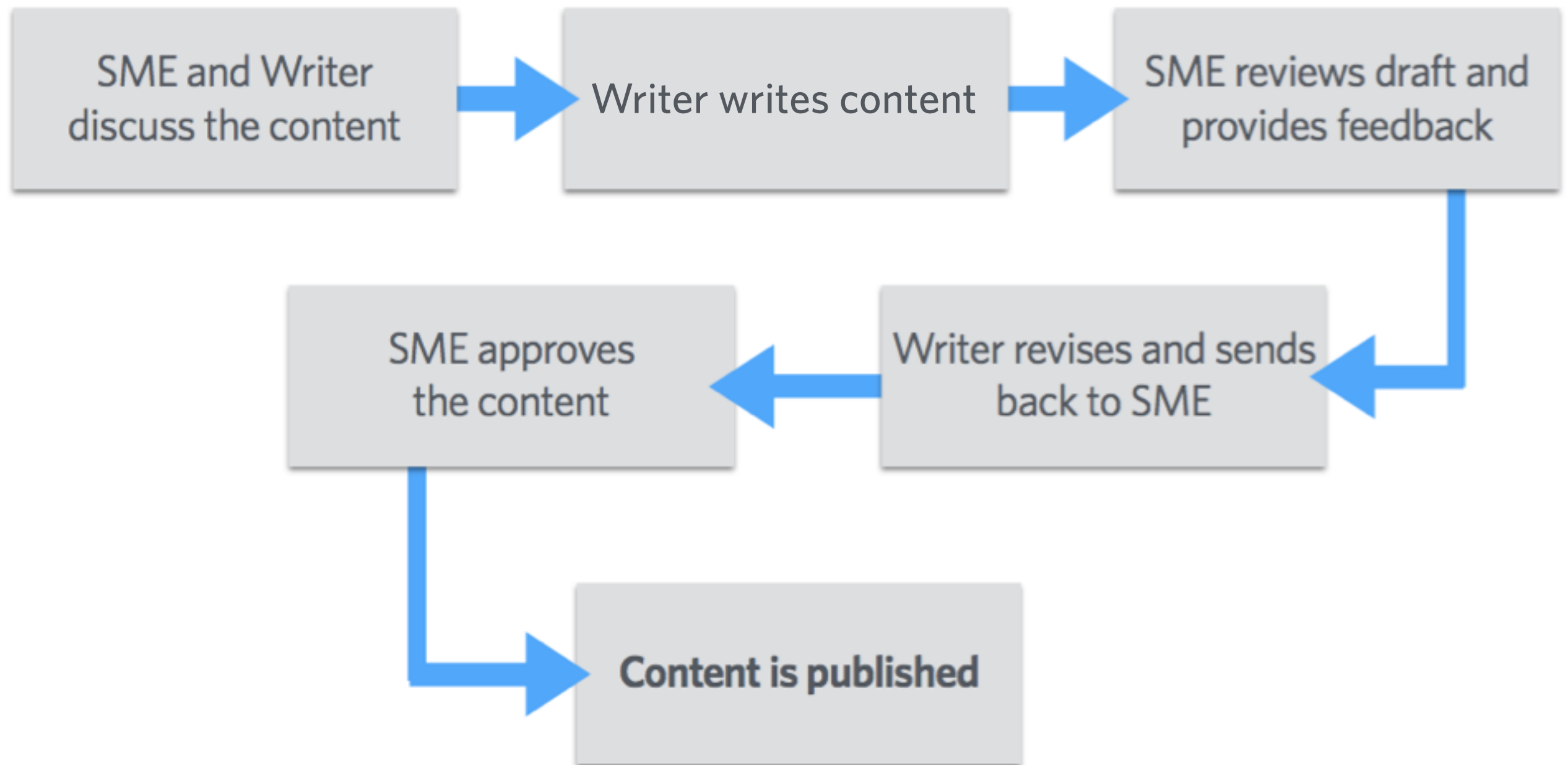
Content Calendar

| Month 1 | Date | Content Type | Content Title | Promotional Channels | Keyword for Blog Post | Recommended Hashtags for Twitter |
|---------------|----------|-----------------|---|-----------------------------|--|---|
| Week 1 | 02.02.16 | Executive Guide | How Technical Translation Services Can Fuel Your Global Business Growth | Twitter, LinkedIn, Facebook | Technical Translation Services | #TechnicalTranslation #BusinessTranslation |
| Week 2 | 02.09.16 | Blog Post | 3 Biggest Business Translation Service Pitfalls | Twitter, LinkedIn, Facebook | Business Translation Service | #BusinessTranslation |
| Week 3 | 02.16.16 | Email | Premium content email | Email | N/A | N/A |
| Week 4 | 02.23.16 | Blog Post | Machine Translation versus Human Translation: Which Makes Sense for You | Twitter, LinkedIn, Facebook | Machine Translation, Human Translation | #TranslationIssues #BusinessTranslation |

Content Development Process

- Determine which SMEs will be involved if more than just you
- Assign a professional journalist
- Can mix both external and internal resources

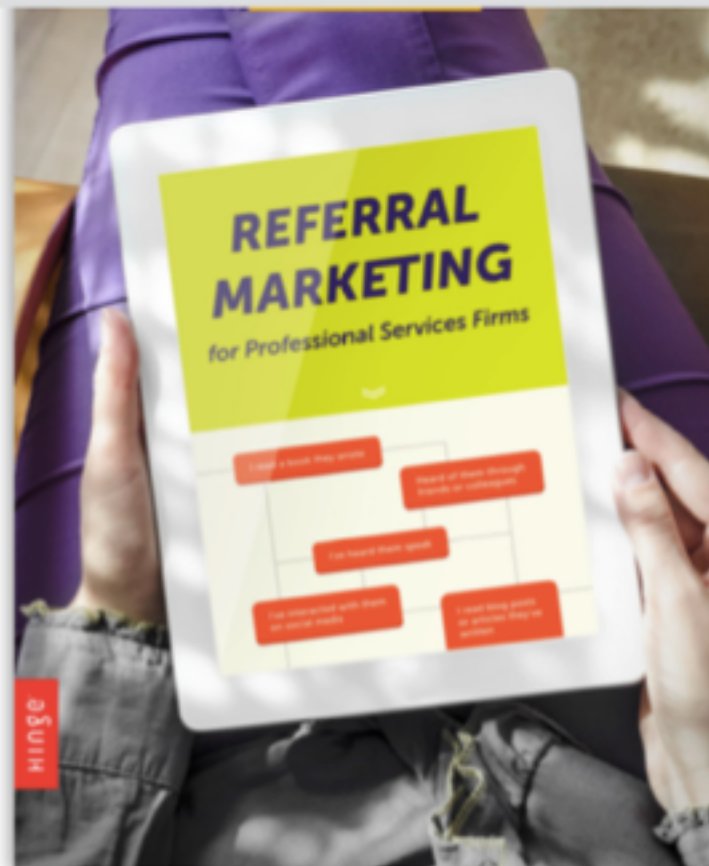
Content Development Process



Content Development Process - Other Considerations

- Do you need to conduct research for the content?
- Will you need design resources?
- Can partners help distribute the content?
- How else might the content be used?

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

Implementing and Managing

- Who will post the content on your website?
- Who will promote the content on social media?
- Who will draft the emails promoting the content?
- Who will send the emails?
- Who will do blogger outreach?

Analyzing and Adjusting

- Use analytics to identify if you're reaching milestones to ultimately reach your goal
- If you're not reaching your goals, digging deeper into issue to identify the cause - figuring out how to improve
- If you don't feel goals were set appropriately, adjust them to be more accurate and attainable

Understanding your data -
are you becoming more Visible?

Domains to Sample

- Visibility
- Expertise reputation
- Impact

Selecting a Metric

- Continuously available
- Low component of judgment (objective)
- Accepted as relevant
- Easy to monitor

Key Considerations

| | |
|--------------------|---|
| Frequency | <i>Weekly, monthly, quarterly</i> |
| Comparisons | <i>Month to month, quarter to quarter, year over year</i> |
| Testing | <i>Always consider A/B tests</i> |
| Adjustments | <i>One variable at a time if possible</i> |

A/B Testing

Original



Variation



16.7% increase in conversion rate

Visibility Metrics

Visibility Metrics

- **Website traffic**

- Direct
- Organic search
- Referral
- Social media

- **Social media followers**

- By platform

- **Email list size (mailable names)**

Part III: Analytics Skills

The vast amount of data in Google Analytics can be overwhelming to an inexperienced user. Here we break down step by step how to gather 4 crucial metrics that your firm needs to be tracking.

Metric: Overall Website Traffic

Follow the 4 steps in the screenshot below:

The screenshot shows the Google Analytics interface. On the left, the navigation menu is visible with options: Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, and Active Users. The 'Audience' option is highlighted with a red arrow and labeled '1) Click Audience'. Below 'Audience', the 'Overview' option is highlighted with a red arrow and labeled '2) Click Overview'. On the right, the 'Date Range' selector is shown with a custom range of 'Oct 18, 2015 - Oct 24, 2015' selected. A red arrow points to the date range input field, labeled '3) Input date range'. Below the date range, the 'Apply' button is highlighted with a red arrow and labeled '4) Click Apply'.

1) Click **Audience**

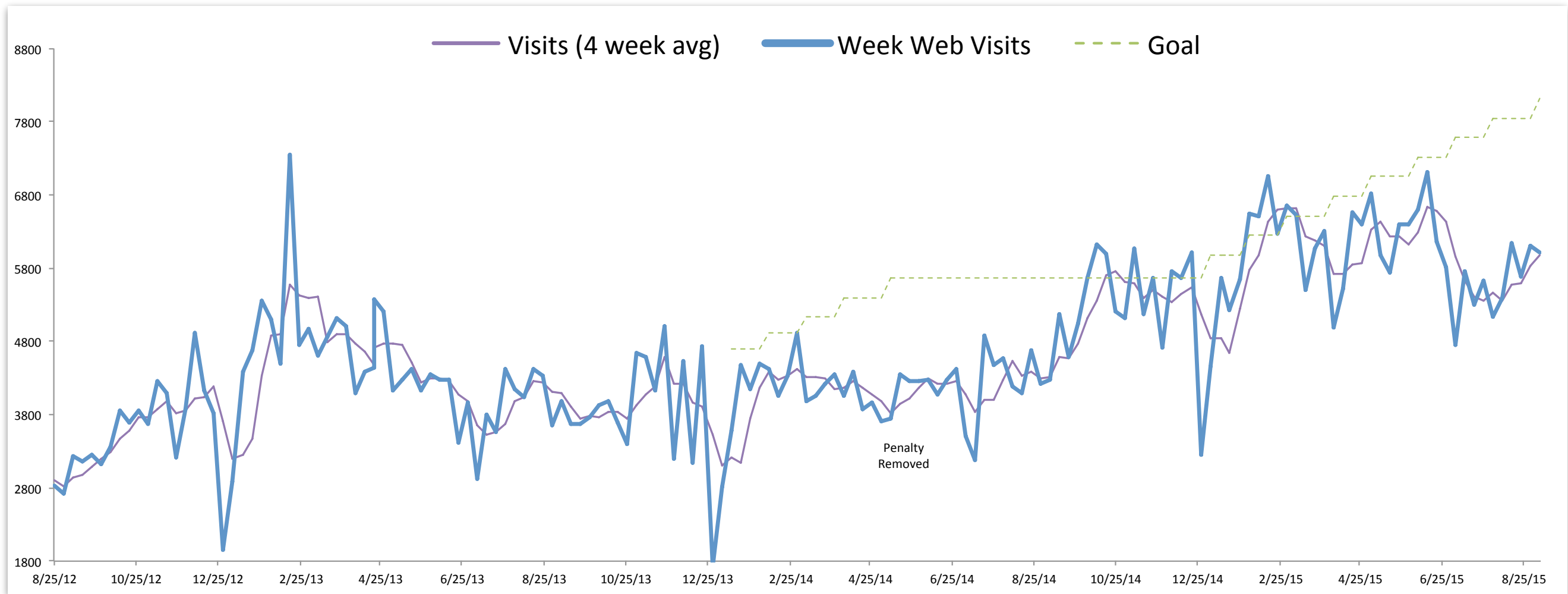
2) Click **Overview**

3) Input date range

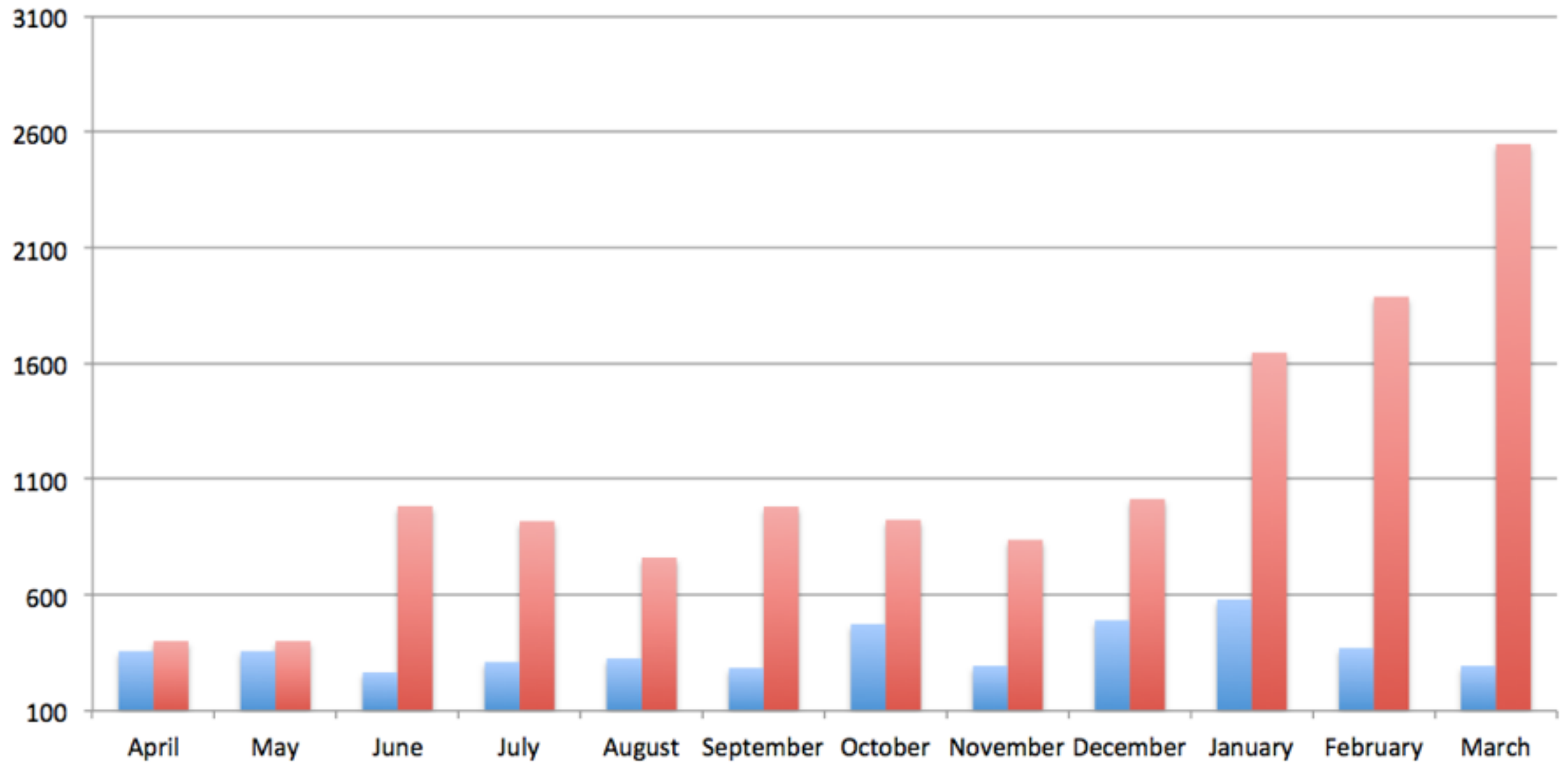
4) Click **Apply**

How many people are coming to your website?

Average Web Traffic By Week



Monthly Web Traffic





Audience

Google Analytics

Find reports & more

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Active Users **BETA**

Cohort Analysis **BETA**

Demographics

Interests

Geo

Oct 18, 2015 - Oct 24, 2015

| September 2015 | | | | | | | October 2015 | | | | | | |
|----------------|----|----|----|----|----|----|--------------|----|----|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | 1 | 2 | 3 | 4 | 5 | | | | | 1 | 2 | 3 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 27 | 28 | 29 | 30 | | | | 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Date Range: Custom

Oct 18, 2015

Oct 24, 2015

☐ Compare to: Previous period

Apply

cancel

1) Click 'Audience'

2) Click 'Overview'

3) Input date range

4) Click 'Apply'

Audience Overview

Oct 18, 2015 - Oct 24, 2015

Email Export Add to Dashboard Shortcut

All Sessions
100.00%

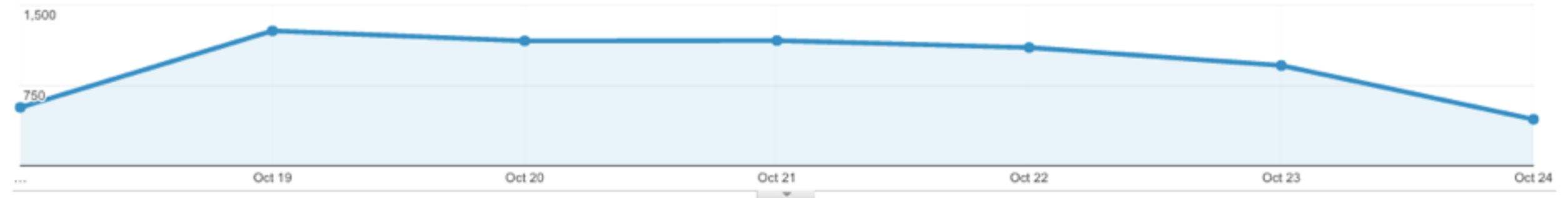
+ Add Segment

Overview

Sessions vs. Select a metric

Hourly Day Week Month

Sessions



Sessions

6,603

Users

5,491

Pageviews

13,066

Pages / Session

1.98

Avg. Session Duration

00:01:57

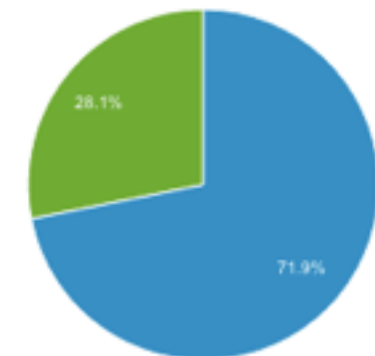
Bounce Rate

65.83%

% New Sessions

71.97%

New Visitor Returning Visitor



Where are your visitors coming from?



Acquisition

1) Click 'Acquisition' → Acquisition

2) Click 'Overview' → Overview

▸ All Traffic

▸ AdWords

▸ Search Engine Optimization

▸ Social

▸ Campaigns

Oct 18, 2015 - Oct 24, 2015

| September 2015 | | | | | | | October 2015 | | | | | | |
|----------------|----|----|----|----|----|----|--------------|----|----|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | 1 | 2 | 3 | 4 | 5 | | | | | 1 | 2 | 3 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 27 | 28 | 29 | 30 | | | | 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Date Range: Custom ▾

Oct 18, 2015 - Oct 24, 2015

☐ Compare to: Previous period ▾

Apply cancel

3) Input date range

4) Click 'Apply'

| Acquisition | | |
|--------------------|------------|------------------|
| | Sessions ↓ | % New Sessions ↓ |
| | 31,128 | 72.09% |
| 1 ■ Organic Search | 15,507 | <div></div> |
| 2 ■ Direct | 7,184 | <div></div> |
| 3 ■ Social | 3,819 | <div></div> |
| 4 ■ (Other) | 2,322 | <div></div> |
| 5 ■ Referral | 2,207 | <div></div> |

Visitors who come to your website from...



Search engines



No referral source (i.e. typing in your URL or using a bookmark on their browser)



Social networks

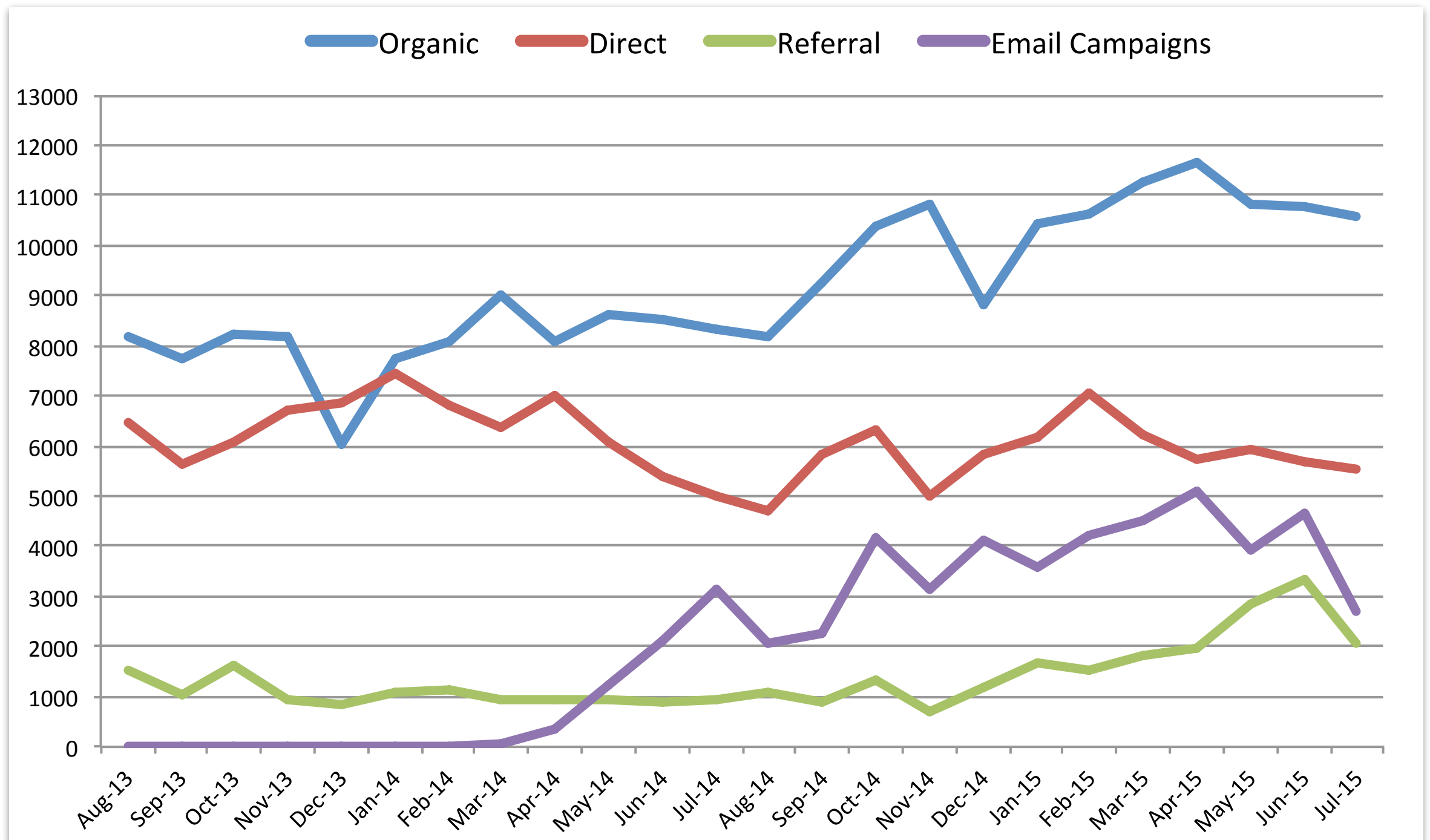


Custom campaign tracking

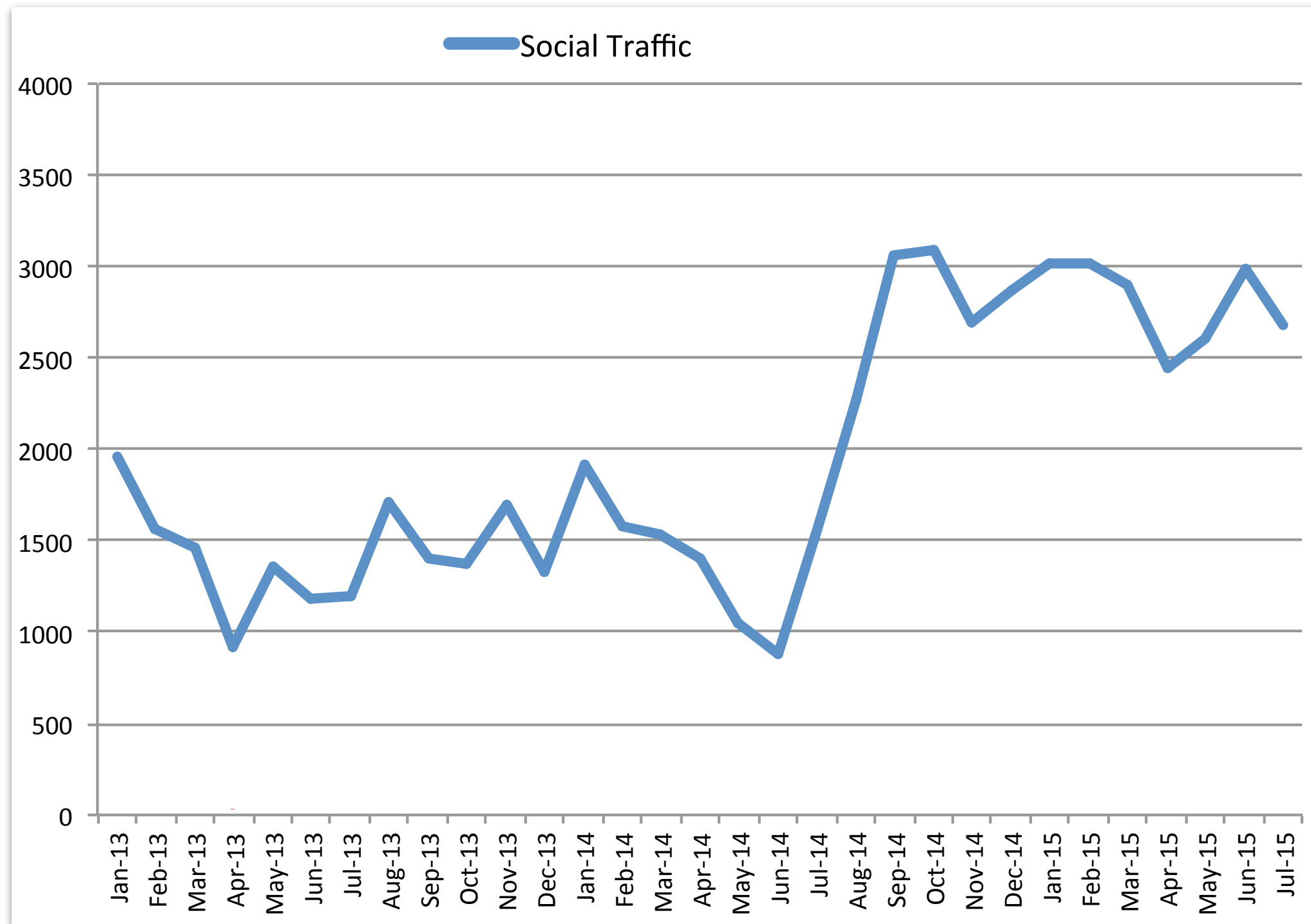


Another website by clicking on a link to your site

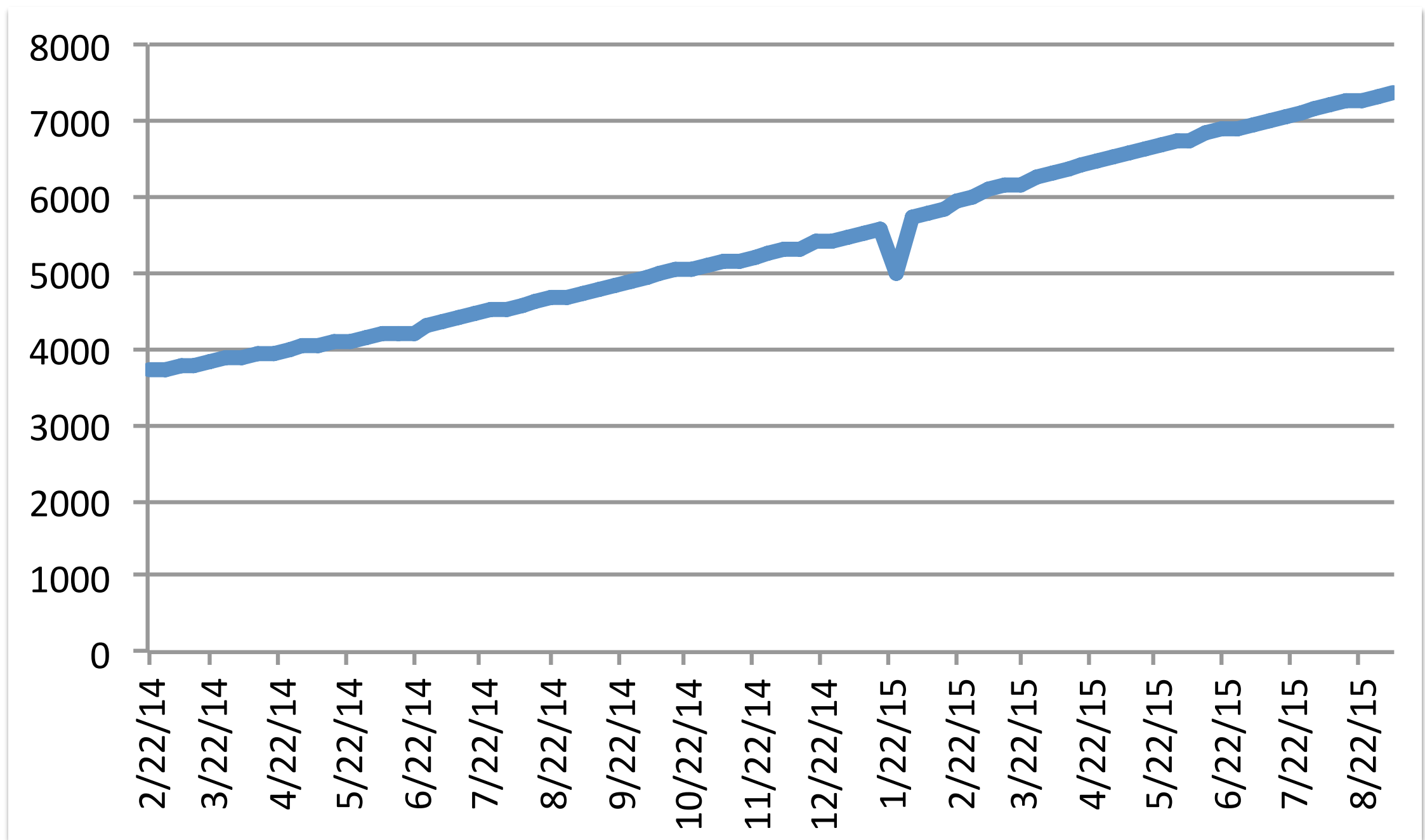
Traffic by Source



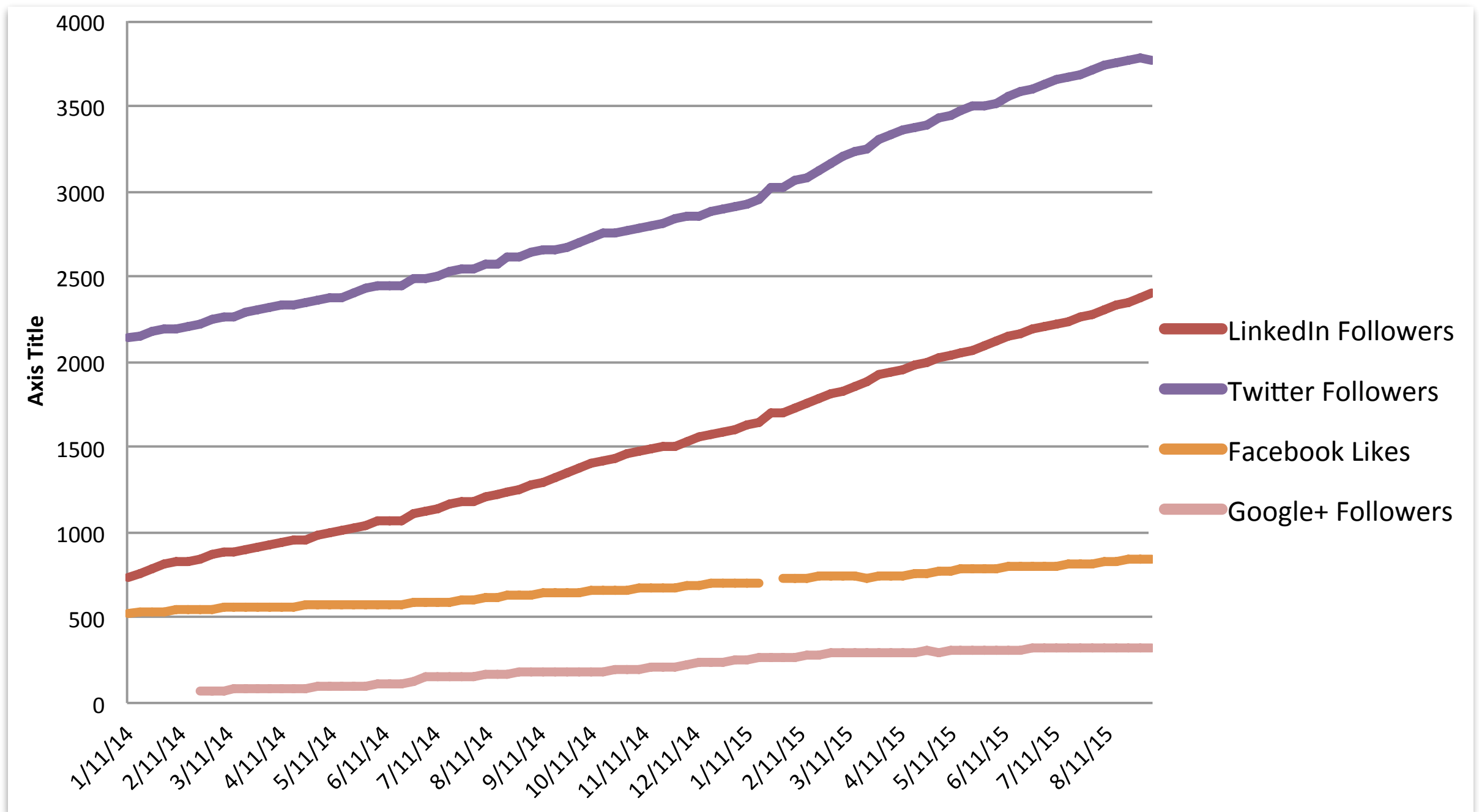
Social Traffic by Month



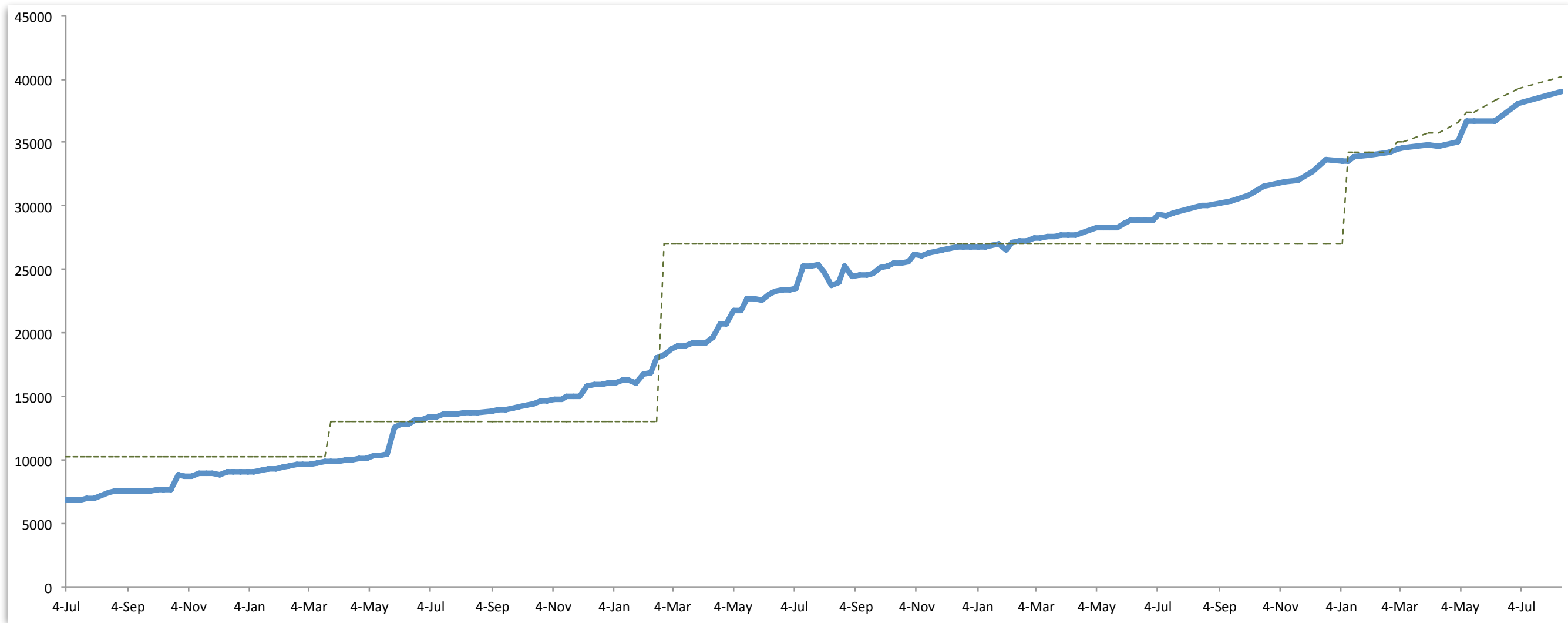
Total Social Media Followers



Social Media Followers by Platform



Email List Size



Other Email Metrics to Track

- Open rate
- Click-through rate
- Unsubscribe rate

Expertise Metrics

Expertise Metrics

- **Content**

- Premium content downloads
- Blog traffic

- **PR**

- Guest posts/articles
- Earned media coverage

- **Online endorsements**

- Social shares
- Inbound links (organic)

- **Speaking engagements**

Impact Metrics

Impact Metrics

- **Inbound leads**

- Form fills
- Phone/email

- **Proposals**

- Number
- Cumulative value \$

- **Wins**

- New clients
- Existing clients
- Number
- Cumulative value \$

- **Firm growth**

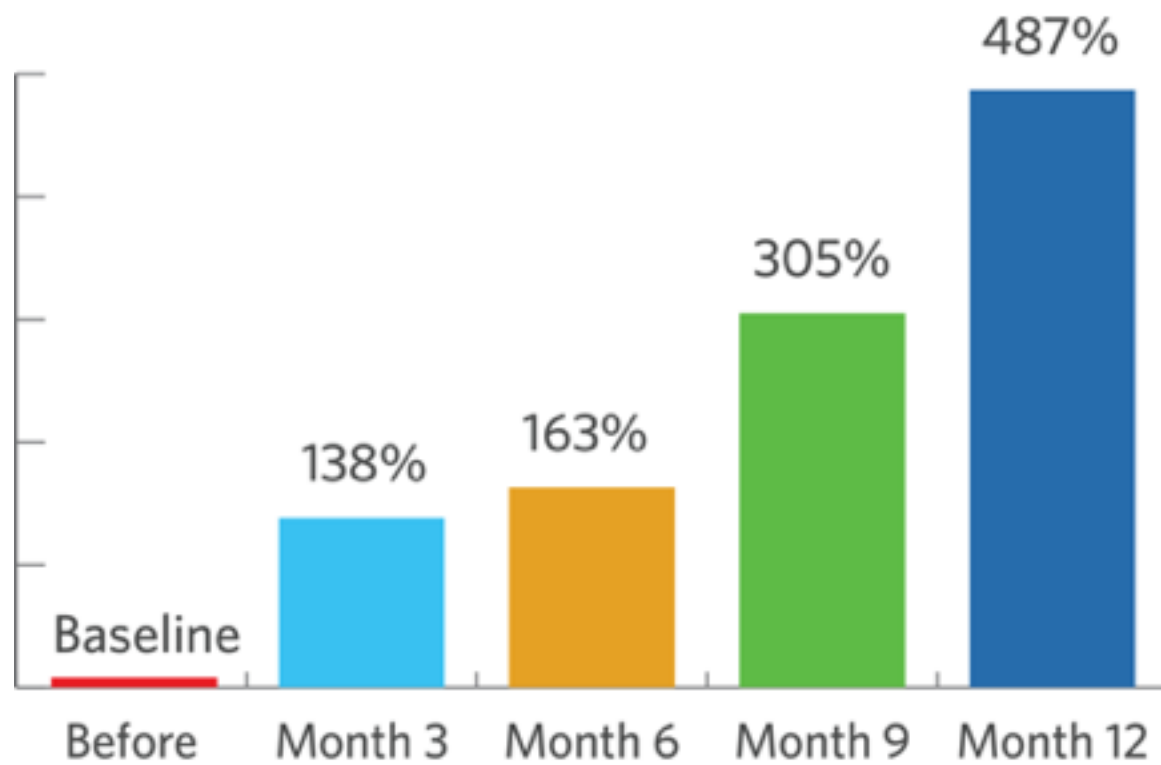
- **Firm profitability**

Analyzing and Adjusting

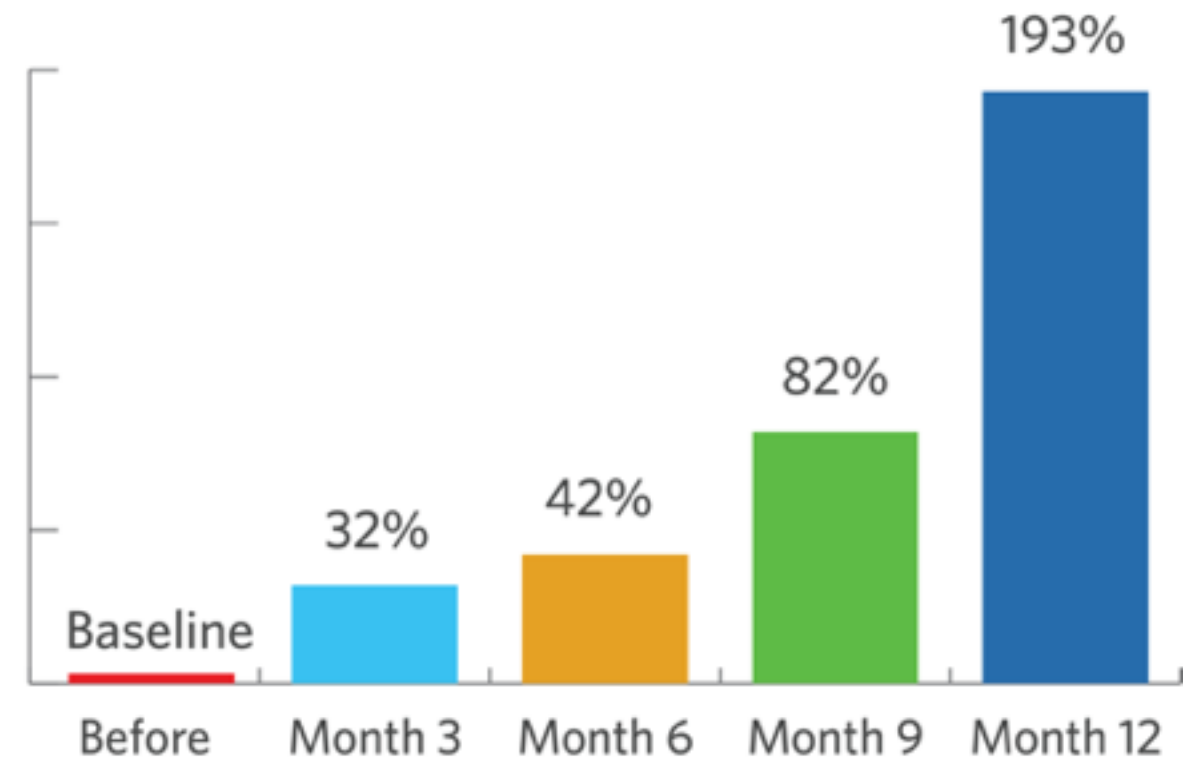
Setting expectations

Results Take Time

Average increase in online leads

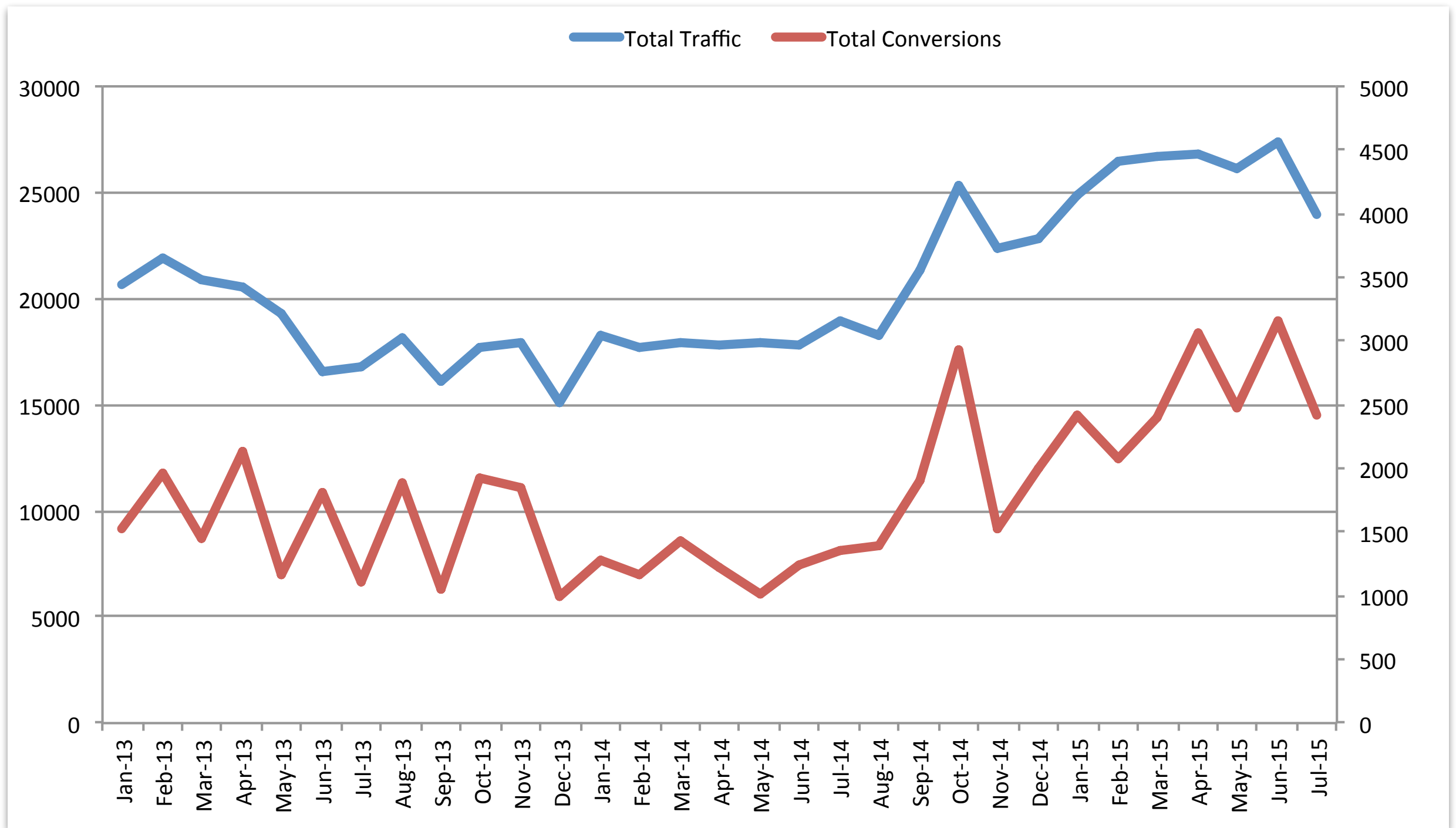


Average client web traffic growth

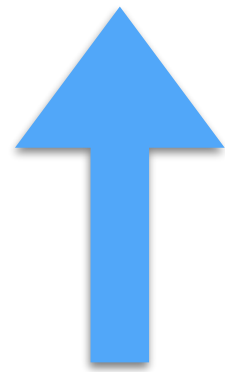


Putting your data together to see the relationships

Total Traffic and Conversions



Sample Scenario: Traffic is Going Up But Conversions are Stagnant

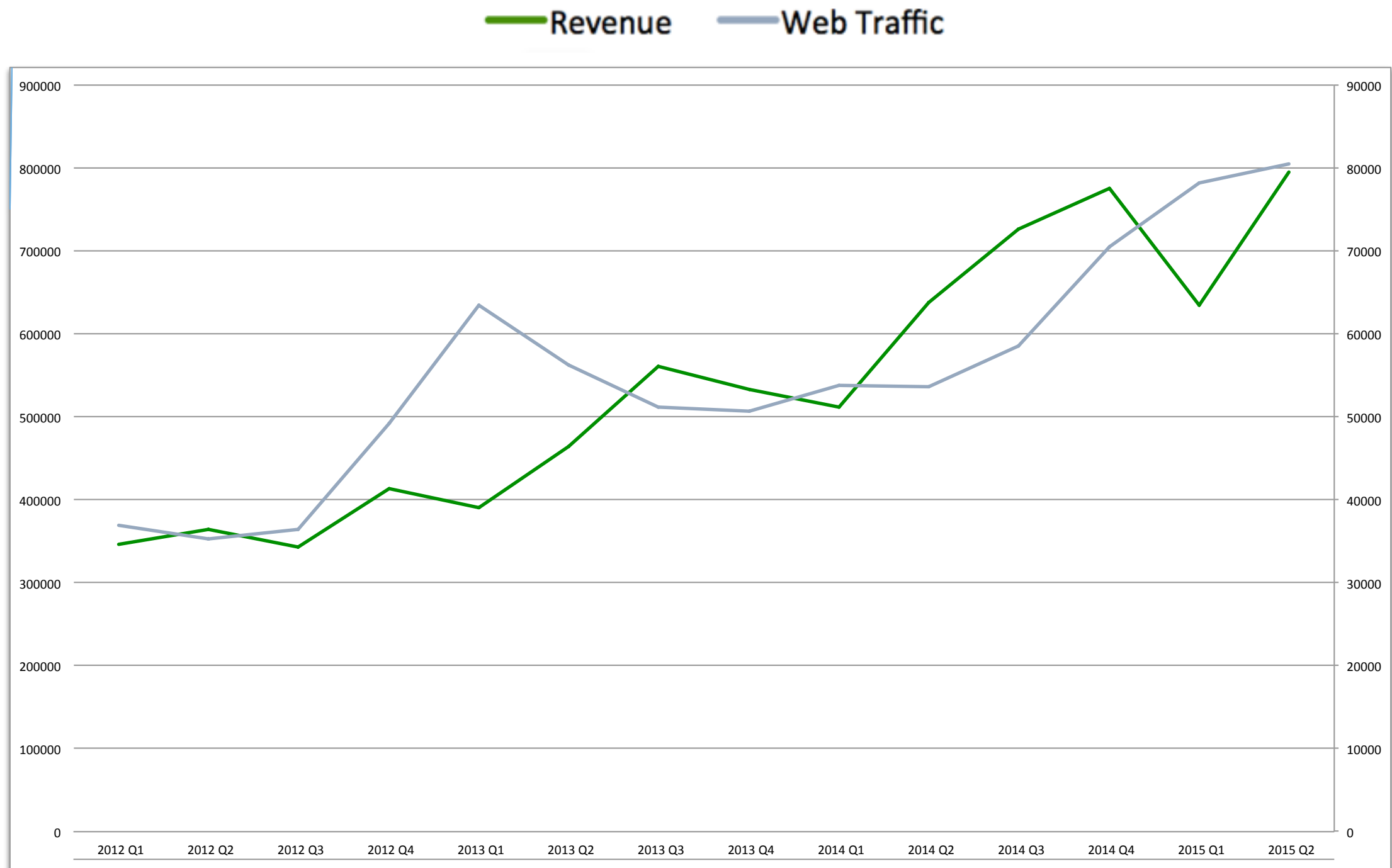


Web Traffic



Conversions

Quarterly Revenue vs. Web Traffic





Thank you for joining the Visible Expert
Online Workshop Series!

Check out other sessions in this course here:

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Contact Info

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