

The Visible ExpertSM

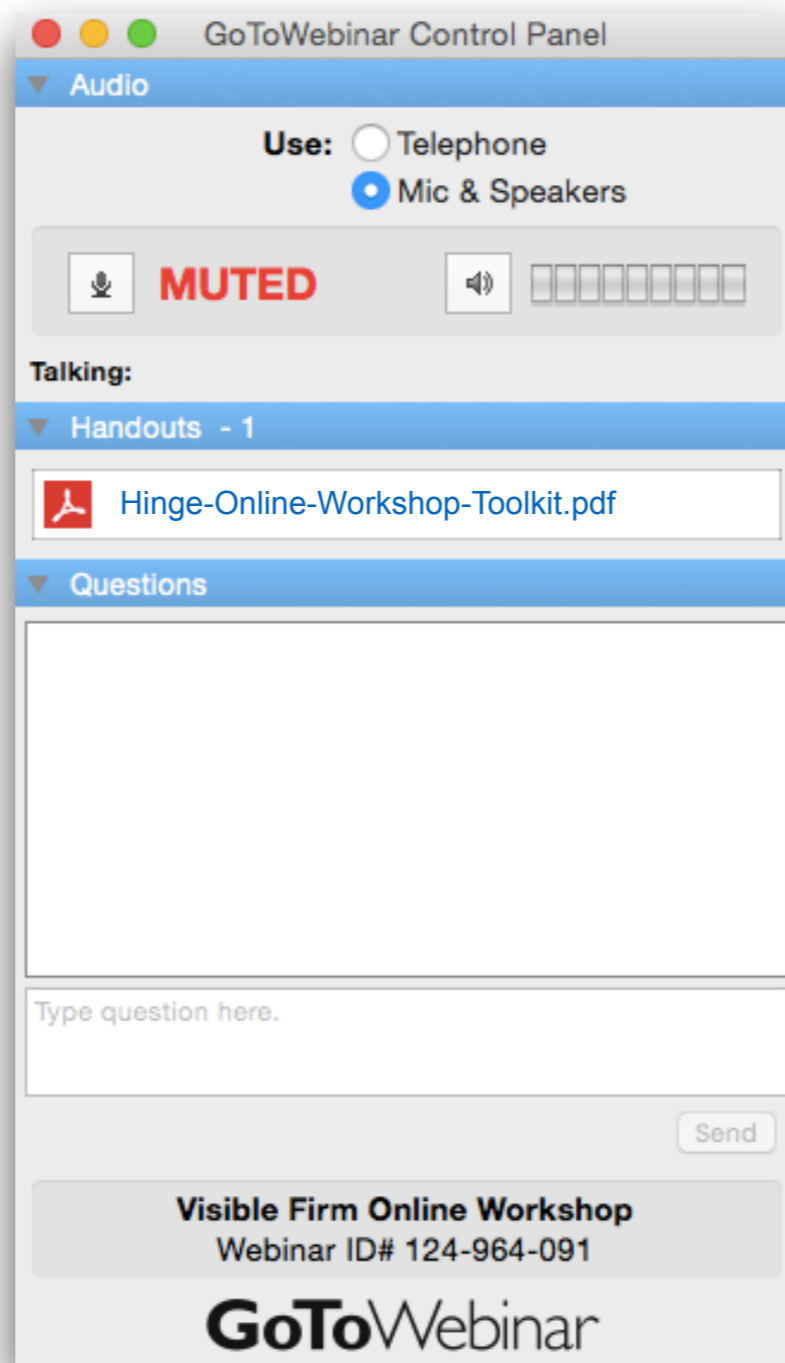
ONLINE WORKSHOP

The Visible Expert Toolkit



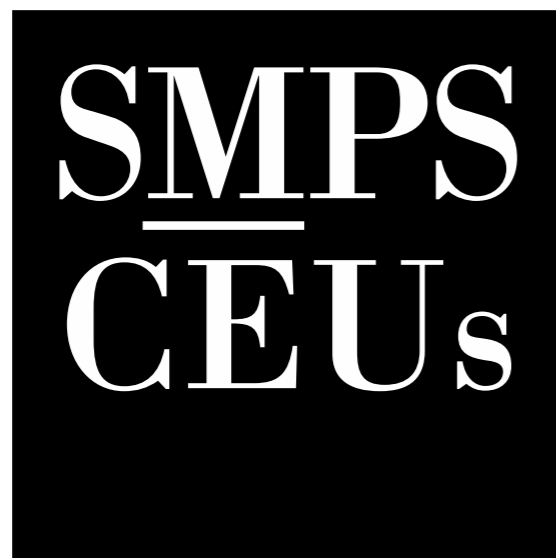
HINGE UNIVERSITY

Download Today's Worksheet



SMPS CEUs

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



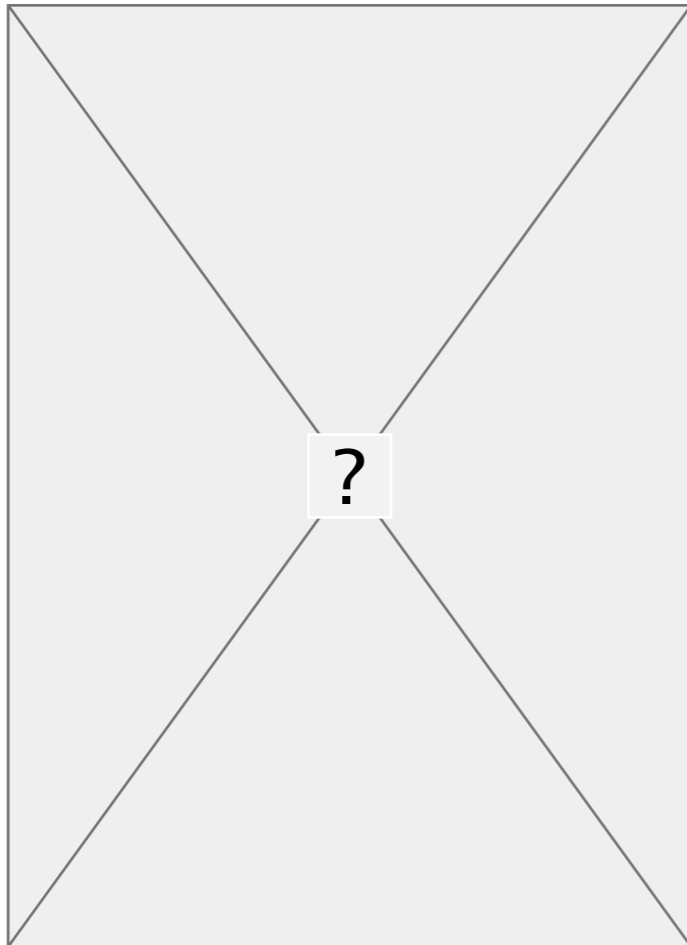
Steps:

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

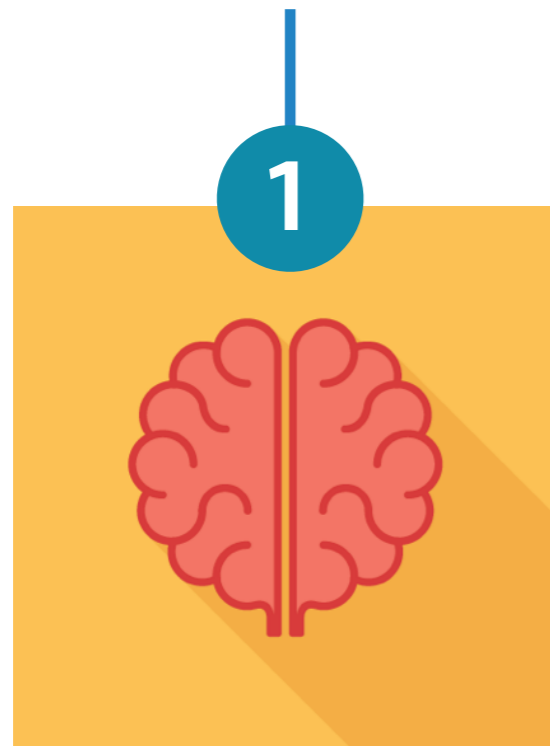
Connect on Twitter: **@ElizHarr**



The Visible Expert

A professional 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 **Linkbuilding**
- ② **Social Media**
- ③ **Speaking Engagements**
- ④ **Networking**
- ⑤ **Email Marketing**

Linkbuilding

What is linkbuilding?

Encouraging others to link to your content to drive **traffic** and boost **website authority**.

Linkbuilding Strategies

- Guest posts
- Shareable content



Section 1: Linkbuilding

Guest Posts

Blogs and Publications to Check Out for Guest Post Opportunities

Article Topics to Pitch

Shareable Content

Content Topic Ideas in Shareable Formats

Research Based

List Posts

How to Get Guest Posts

Step 1 - Develop Your Strategy

- Considerations
 - Topics you want to be known for
 - High-profile vs. niche
 - Keyword phrases

Step 2 - Research Blogs and Publications

Free Methods

- Google
- Social media
- Leverage your professional network

Paid Methods

- Guest Crew
www.guestcrew.com
- Guestr
www.guestr.com
- Blogger Linkup
www.bloggerlinkup.com

Step 3 - Review Policies and Guidelines

- Do they accept guest posts?
- Linking policy
- Post length, topics, tone
- Tags

Step 4 - Create Your Pitch

- Follow instructions
- Focus on readers
- Mention other posts/guidelines
- Get to the point

Sample Guest Post Pitch

Get to
the point

Hello Joe,

I'm a Marketing Coordinator at LBMC Security & Risk Services. We are familiar with Health Data Management and would like to submit a guest article idea as we feel our newest content would be a good fit for your readership.

The article would discuss the issue of HIPAA compliance, as it is a major source of confusion and many prevalent myths have emerged around the topic:

* This post will catalog and bust some of the most common of those myths, **helping organizations make their compliance efforts more streamlined and more effective.**

* Myths we'll cover include the notion that small organizations don't get audited, HIPAA compliance is too expensive for providers, and that security strategies with a history of success are sufficient.

Please let me know your thoughts, we do have additional article ideas as well. Thank you for your consideration!

All the best,
Kevin

Focus on
readers

Be flexible
and open to
feedback

Step 5 - Draft and Submit

- Do what you say you will
- Follow the guidelines
- Timely follow-up and revisions

Making Your Content Shareable

List Posts

Top 5 Myths about Healthcare Security Compliance

10/08/2014 | By: Mark Fulford, CISSP, CISA, ABCP, HITRUST, Partner, Risk Services

As information security experts, we work with a significant number of healthcare organizations. In this capacity, we have discovered a lot of misconceptions individuals have about HIPAA—and more specifically, how the laws apply to them. But in fairness to covered entities and business associates alike, the HIPAA guidelines can be confusing. HIPAA is complex, multi-faceted and not always as prescriptive as we would like. And until the past couple of years, unless you experienced a breach or complaint, there was little motivation to devote serious attention to compliance, since the OCR audits did not begin until 2012. To help bring clarity to this complex landscape, let's explore some of the common myths about HIPAA compliance.

Healthcare Security Compliance: Make No Assumptions Myth #1. Our organization has great security controls. We must be compliant. In many organizations, healthcare security compliance is left up to the IT department to figure out. Typically, the network has a firewall, an anti-virus system and perhaps some form of network intrusion detection in place. With so much protection, you must be compliant. Right? Not necessarily. Often times, even companies with tight security controls for their general business operations fail to comply with HIPAA directives. Here are some examples of how organizations with well-protected networks might be falling below compliance:

Research-Based Content

Content, Shares, and Links: Insights from Analyzing 1 Million Articles

Content | Analytics

This summer [BuzzSumo](#) teamed up with Moz to analyze the shares and links of over 1m articles. We wanted to look at the correlation of shares and links, to understand the content that gets both shares and links, and to identify the formats that get relatively more shares or links.

What we found is that the majority of content published on the internet is simply ignored when it comes to shares and links. The data suggests most content is simply not worthy of sharing or linking, and also that people are very poor at amplifying content. It may sound harsh but it seems most people are wasting their time either producing poor content or failing to amplify it.

On a more positive note we also found some great examples of content that people love to both share and link to. It was not a surprise to find content gets far more shares than links. Shares are much easier to acquire. Everyone can share content easily and it is almost frictionless in some cases. Content has to work much harder to acquire links. Our research uncovered:

- The sweet spot content that achieves both shares and links
- The content that achieves higher than average referring domain links
- The impact of content formats and content length on shares and links

Opinion-Forming Content

LBMC

INFORMATION
SECURITY

UCLA Health System Data Breach Highlights Need for Data Retention Policies

07/22/2015 | By: Mark Burnette, CPA, CISSP, CISM, CISA, CRISC, CGEIT, ITIL, QSA, Partner, Information Security



This week news broke that the UCLA Health System's computer network was breached, allowing hackers to gain access to sensitive information on as many as 4.5 million patients.

Videos

Using Social Media as Your Primary (or Only) Link Building Tactic Probably Won't Work - Whiteboard Friday

Link Building | Whiteboard Friday

Using Social Media as Your Primary (or only) Link Building Tactic Probably Won't Work. Here's Why:

```
graph TD
    A[Create Great Content] --> B[Amplify via Social Media]
    B --> C[Attract Visitors]
    C --> D[Naturally earn links and more social followers]
    D --> E[Grow potential audience and drive rankings potential]
    E --> A
```

For most sites and most content, this won't work.

My theory: Google cares about engagement more than social shares.

High Social
Low Social
Low Read Time

Via Chartbeat: engagement w/

We still need links to rank -- social alone won't do it.

- Outreach
- Link building content
- Link building, badges
- Link building analysis

Link building correlations w/ links fallen, but correlations w/ shares are down, slightly.

of Shares

200 500 1,000

moz analysis: of all articles receive shares in

6:55

Social Media

Section 2: Social Media

Determine what you want to accomplish with each social network and the strategy you will implement to achieve that goal. If you are not active on the network and do not wish to be, leave it blank.



LinkedIn

Goal

Strategy

**Social media is the online version of networking
with fewer restrictions.**

No scheduling conflicts

No geographic barriers

No expensive travel

59.9%

of buyers check you out on **social media**.

Source: Referral Marketing for Professional Services Firms

17.0%

of non-client referrals are made
because of **social media.**

Millennials' Revenge

18.2%

of referral makers 25-34 years old won't refer
a provider who is **not on social media**.



Benefits of Social Media

+ Increases your visibility



Benefits of Social Media

- + Increases your visibility
- + Promotes your content



Benefits of Social Media

- + Increases your visibility
- + Promotes your content
- + Builds trust



Benefits of Social Media

- + Increases your visibility
- + Promotes your content
- + Builds trust
- + Helps you monitor your brand awareness



Benefits of Social Media

- + Increases your visibility
- + Promotes your content
- + Builds trust
- + Helps you monitor your brand awareness
- + Influences SEO



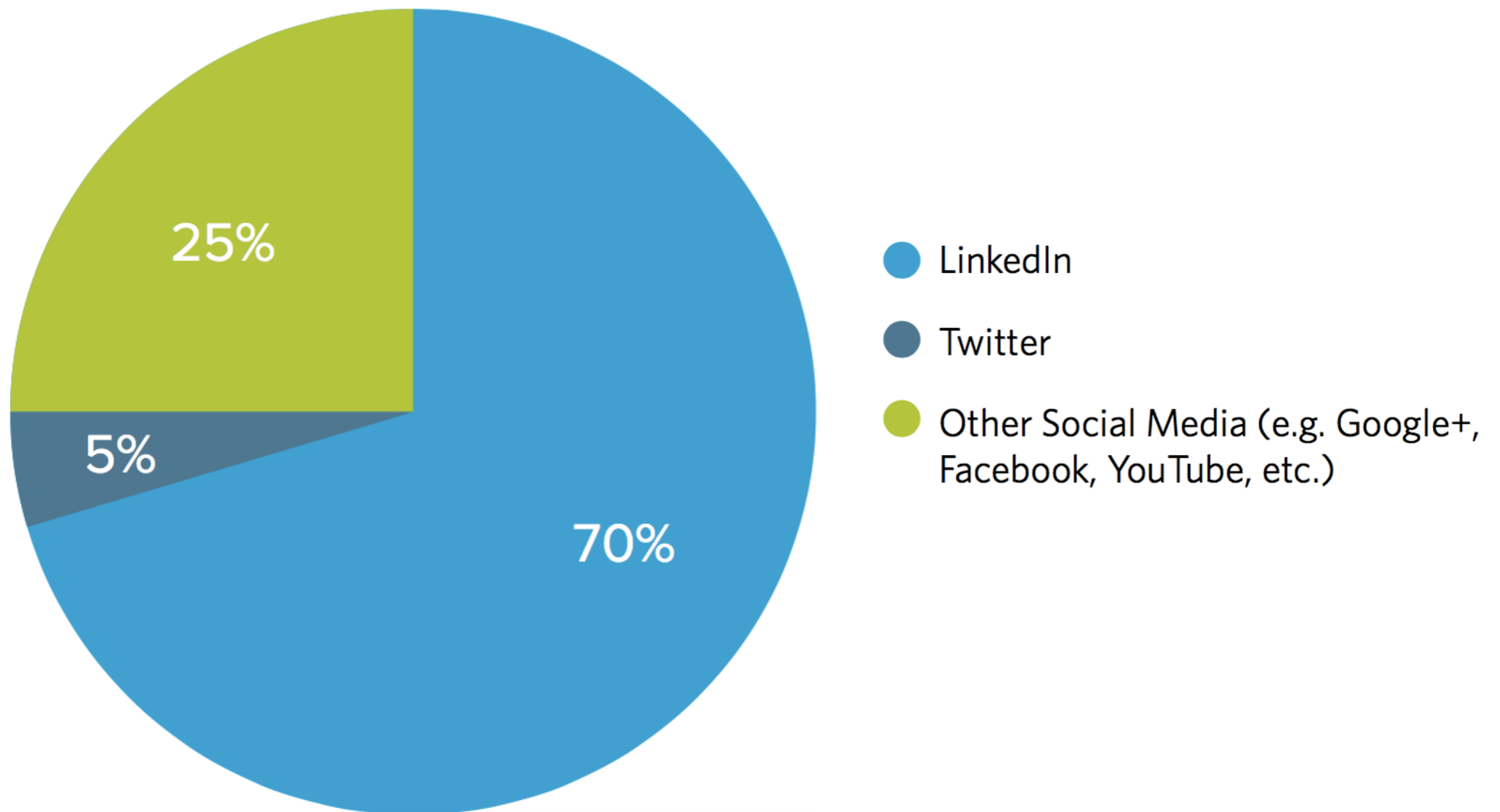
**Which social media outlets
should you be active on?**





LinkedIn is the premier social network for business professionals and has over 300 million members.

And LinkedIn is Their Social Network of Choice



LinkedIn - Building Your Company Page



Kelley Technology Group LLC
Information Technology and Services
1-10 employees

[Home](#)



MOBILITY SOLVED

At Kelley Technology Group, we specialize in mobility management for corporations, managed service providers and users. In fact, companies turn to us to solve some of their biggest mobility challenges — including data sharing, user support, compliance, security implementation, program set-up, application integration, and operational cost management. From our comprehensive, pre-project consultation to implementation of a fully optimized Mobile Device Management (MDM) or Mobile Application Management (MAM) program, we can raise any organization's mobile game. The result? Enhanced control, greater visibility, reduced costs, and increased efficiencies. If your business or clients need an exceptionally secure and efficient mobile device management program, we can help: 877.360.9079

Specialties: Asset Management, Expense Management (TEM), Mobile Device Management (MDM), Mobile Application Management (MAM), security management, application management, policy management, BYOD, self-help service desk implementation, and cloud based and alternative service models.

Website http://www.kelleytechnologygroup.com	Industry Information Technology and Services	Type Privately Held
Company Size 1-10 employees		

Clearly states who he serves

Includes website

Professional Imagery

Clearly states what he does

LinkedIn - Create Your Individual Profile

Professional
photograph

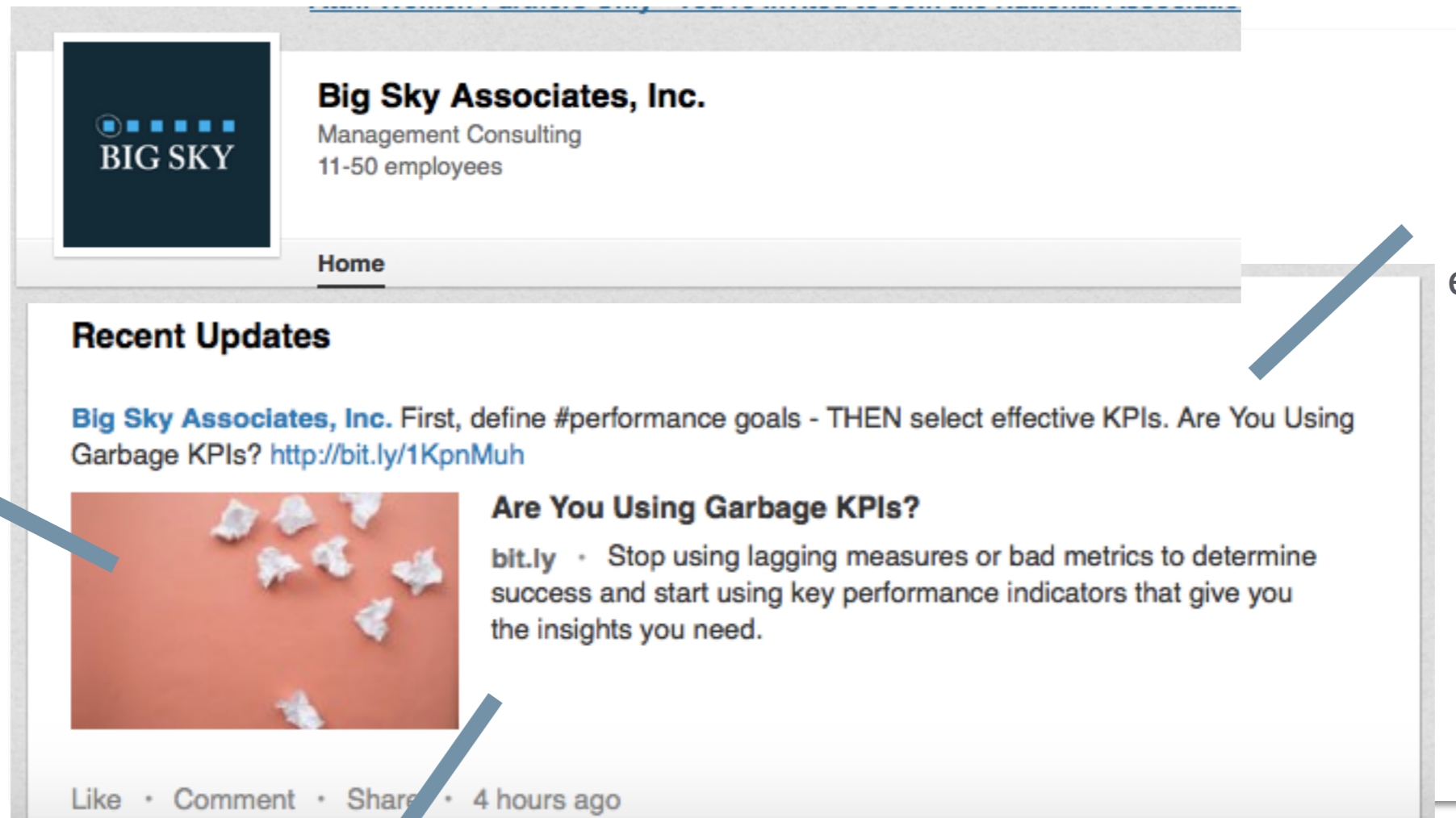
Descriptive title

Identifying
Background



Include relevant
keywords

LinkedIn - Share Updates



Use images and videos to capture attention

Keep short and to the point; engage through asking

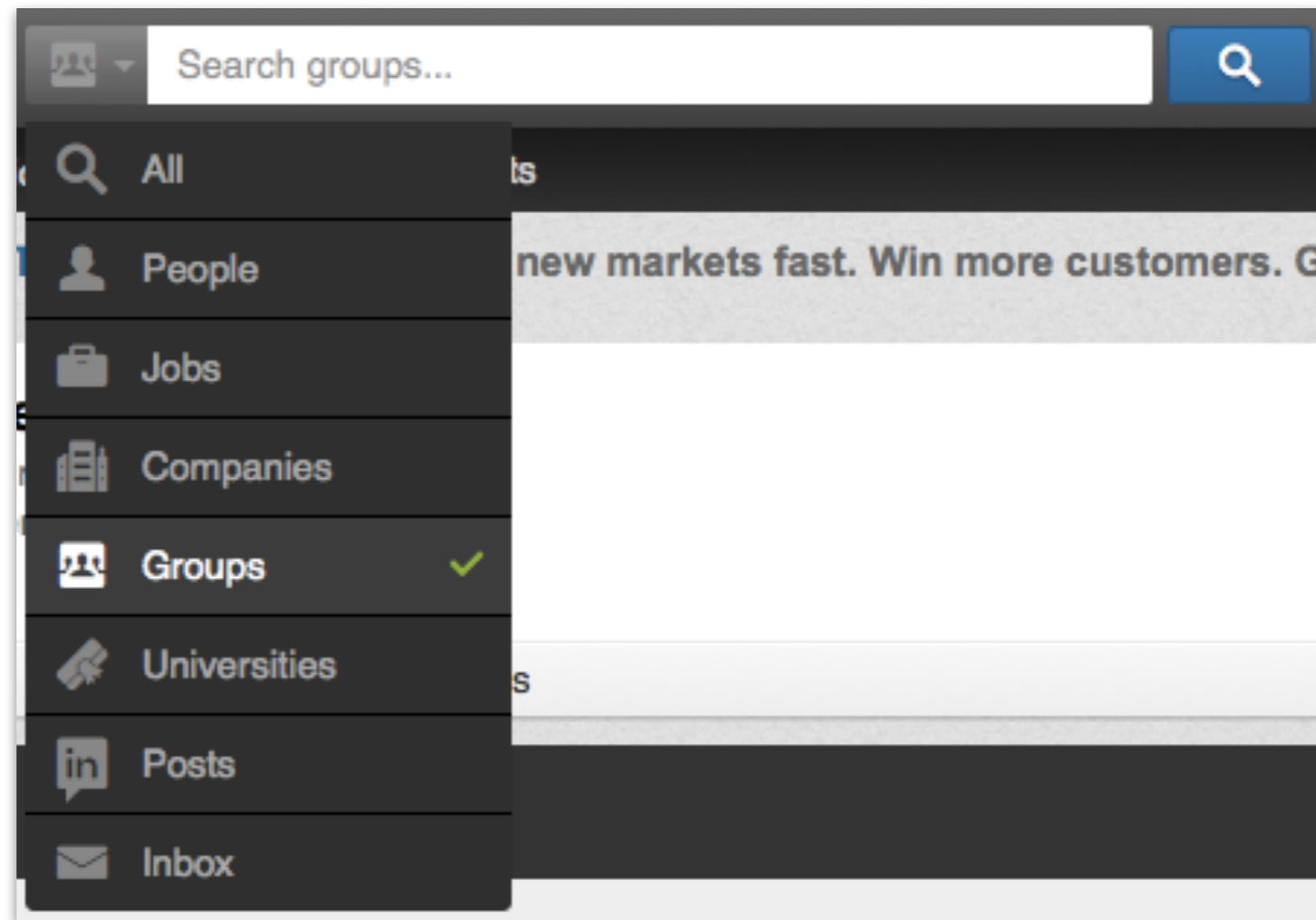
Share blog posts, stock content, upcoming events, etc.

Share updates 2-3 times per day

LinkedIn Groups

Step 1: Research groups that are relevant to your industry, reach the appropriate audience, and are active

LinkedIn Groups



LinkedIn Groups

The screenshot shows the LinkedIn Groups search results for the query "business process improvement". The search bar at the top contains the text "business process improvement" with a search icon and a close button. The results are displayed in a list format, categorized by "Groups", "Companies", and "Showcase Pages".

Groups

- business process improvement**
- Business Process Improvement**
- Leaders in Finance, Accounting, Business Planning, Analysis, Process Improvement in Ontario, ...**
- Healthcare Business Process Improvement - HBPI**
- Change, Business & Process Improvement Interims**
- BPI Business Process Improvement: Leveraging Technology For Growth**



Companies

- Business Process Improvement Management Consulting; Myself Only**
- Business Process Improvement Leadership Management Consulting; 11-50 employees**
- Business Process Improvement - Bevington Group - Bevington Group Showcase Page Management Consulting**
- Ben Graham Program: Business Process Improvement - Savvia Inc. :: The Technology Advisory ... Management Consulting**

Showcase Pages


- Business Process Improvement - Bevington Group - Bevington Group Showcase Page Management Consulting**
- Ben Graham Program: Business Process Improvement - Savvia Inc. :: The Technology Advisory ... Management Consulting**

LinkedIn Groups

 business process improvement 


Network Jobs Interests Business Se

122 results for **business process improvement**




Business Process Improvement
This is a group for **Business Process Improvement**, Quality, Six Sigma and Lean professionals who want to expand their ...
2,759 discussions • 101,264 members
[Similar](#)

Join




Leaders in Finance, Accounting, Business Planning, Analysis, Process Improvement in Ontario, Canada
In this select group industry professionals and leaders come together to network, share best practices and success ...
400 discussions • 582 members
[Similar](#)

Join




PEX Network & IQPC - Lean Six Sigma & Process Excellence for Continuous Improvement
Discussion on Lean Six Sigma, BPM, Kaizen & **business** systems **Improvement**, from the community of **Process** Excellence Leaders...
5,999 discussions • 27,147 members
[Similar](#)

View



Process Improvement Consultants
Process Improvement Consultants include Lean Six Sigma Master Black Belt, Lean Sensei, Strategy Consultants, BPM ...
2,800 discussions • 7,092 members
[Similar](#)

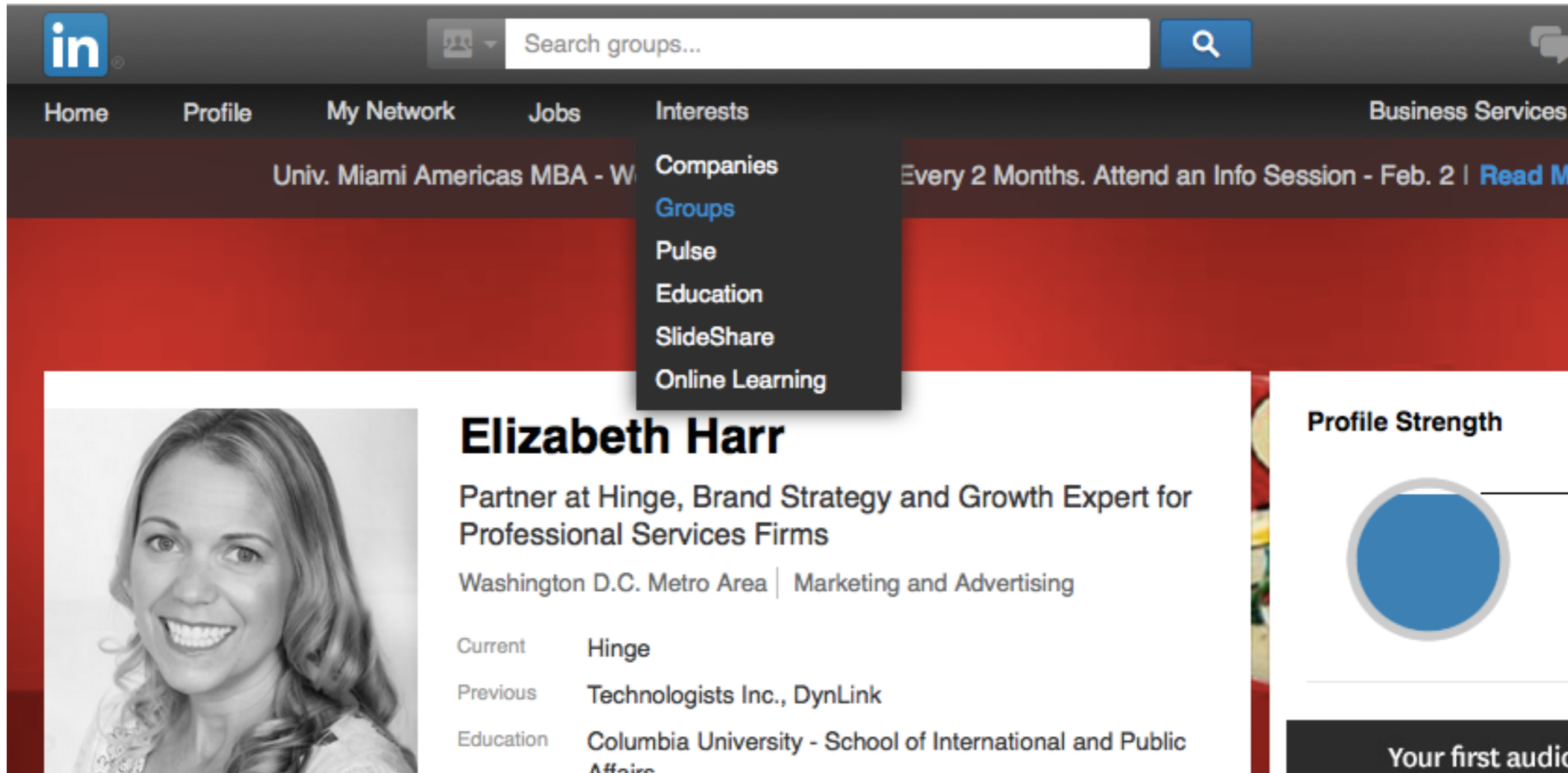
Join



Project Management & Business Process Management Always
Using the right Project Management methodology is essential to the success of any project whether technical or ...
10 members
[Similar](#)

Join

LinkedIn Groups



The screenshot shows a LinkedIn profile for Elizabeth Harr. The top navigation bar includes the LinkedIn logo, a search bar for groups, and links to Home, Profile, My Network, Jobs, Interests, and Business Services. A dropdown menu is open under the 'Interests' tab, listing 'Companies', 'Groups' (highlighted in blue), 'Pulse', 'Education', 'SlideShare', and 'Online Learning'. The profile section on the left features a black and white headshot of Elizabeth Harr. To the right of the photo, her name 'Elizabeth Harr' is displayed in large bold text, followed by her title 'Partner at Hinge, Brand Strategy and Growth Expert for Professional Services Firms' and her location 'Washington D.C. Metro Area | Marketing and Advertising'. Below this, a table lists her current employer as 'Hinge', previous employers as 'Technologists Inc., DynLink', and education at 'Columbia University - School of International and Public Affairs'. On the far right, a 'Profile Strength' section shows a blue circle with a progress bar, and a dark banner at the bottom says 'Your first audio'.

in® Search groups...

Home Profile My Network Jobs Interests Business Services

Univ. Miami Americas MBA - W Every 2 Months. Attend an Info Session - Feb. 2 | [Read M](#)

Companies
Groups
Pulse
Education
SlideShare
Online Learning

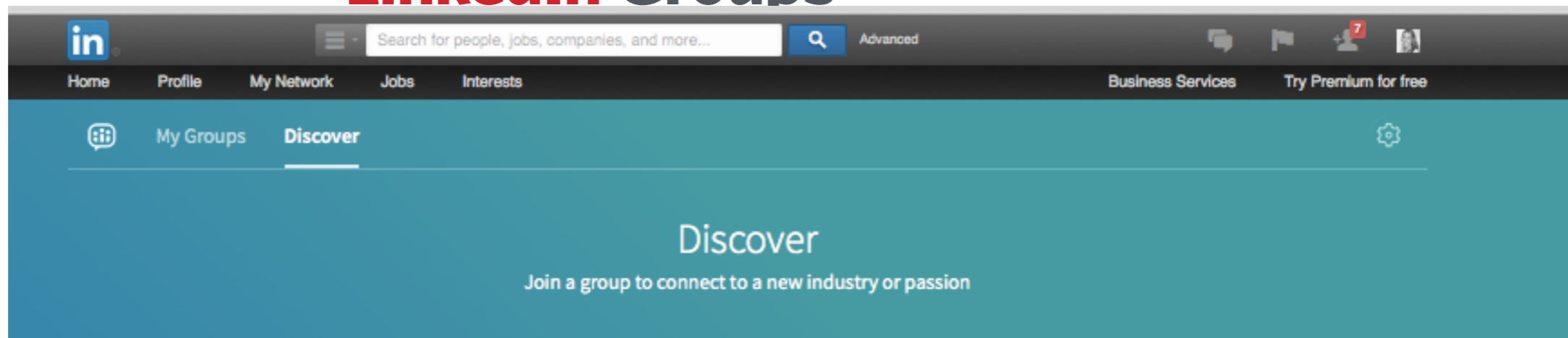
Elizabeth Harr
Partner at Hinge, Brand Strategy and Growth Expert for Professional Services Firms
Washington D.C. Metro Area | Marketing and Advertising

Current	Hinge
Previous	Technologists Inc., DynLink
Education	Columbia University - School of International and Public Affairs

Profile Strength

Your first audio

LinkedIn Groups



Getting Started with Groups

19,856 Members

This group is for anyone getting started with LinkedIn Groups for the first time. It's a place for us to answer questions and help you find the most valuable professional community for you.

This is a special community that the LinkedIn Groups team ha... Show more

Not interested

Ask to join



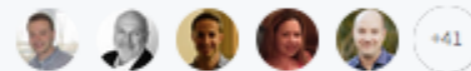
Inbound Marketers - For Marketing Professionals

133,288 Members

Online group for marketing professionals.

A community those looking to reach their best customers online through techniques like inbound marketing, search engine optimization (SEO) and social media.

You know 46 people in this group



Not interested

Ask to join



University of Virginia Alumni, Students and Friends

34,947 Members


A worldwide network of University of Virginia alumni, students, faculty, staff, parents, employers, recruiters and friends. Network with others in your field. enhance your professional development.



LinkedIn Groups


Step 1: Research groups that are relevant to your industry, reach the appropriate audience, and are active


Step 2: Review group rules, get a feel for topics and members, contribute to existing discussions

LinkedIn Groups

 My Groups Discover

 Search 


 **Marketing Communication**
469,308 members [✓ Member](#)

 Start a conversation with your group

Enter a conversation title...

[Conversations](#) [Jobs](#)

FEATURED ... 1w

 **Beth Jones**
Marketing Executive at TechForge Media

A global view of mobile commerce – how to improve your mobile strategy









Hello Marketing Communication members

ABOUT THIS GROUP

Marketing Communication: messages and related media used to communicate with a market via advertising, social media, branding, direct marketing, graphic design, affiliate marketing, packaging, promotion, publicity, sponsorship, public relations, sale... [Show more](#)

[Group rules](#)

MEMBERS 469,308 members

[Invite others](#)

LinkedIn Groups

GROUP RULES



This group is moderated, but for the avoidance of doubt these are the rules:

1. No spam - spam and promotions will be deleted and this decision is made at the moderator's discretion.
2. We're about Marketing, so please consider what you post in the group and ask yourself, is it relevant?

That's it. It's an easy going group, aimed at high value content, discussion and networking.

Enjoy.

The TechForge team
Follow us at <http://linkd.in/1nbyH4p>

LinkedIn Groups

Step 1: Research groups that are relevant to your industry, reach the appropriate audience, and are active

Step 2: Review group policy, get a feel for topics and members, contribute to existing discussions

Step 3: Start insightful conversations about current trends/issues in your industry, your personal experiences, and best practices

LinkedIn Groups



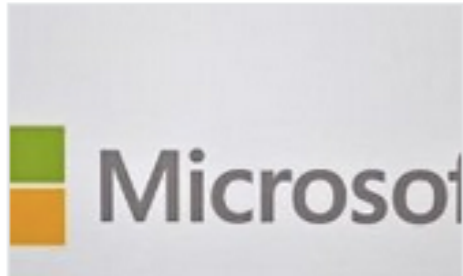
Joy-Fleur Brettschneider Multilingual marketing professional and technology geek

With Budgets Flat, EMEA is Underinvesting in Security - has your budget gone up or down?

Businesses in EMEA are currently underinvesting in security according to the IT professionals that work for them. A full 54% have expressed concerns that their organization is not adequately investing in security, despite greater awareness of cyber threats, and 45% don't feel their company data is adequately protected.

State of IT Report by Spiceworks

<http://www.spiceworks.com/marketing/state-of-it/report/> less



With Budgets Flat, EMEA is Underinvesting in Security

infosecurity-magazine.com • A disconcerting 68% and 60% of EMEA companies surveyed are still running Windows XP and Windows Server



Brad Entwistle Managing Director at imageseven

Do you know what a client's experience is of your firm?

The importance of customer service <http://i7.cc/1KHl0Vg>



Sign up to our
professional service
marketing newsletter

[sign up now](#)

Do you know what a client's experience is of your firm?

i7.cc • What is your clients experience of your firm, do you know?

LinkedIn Groups


Step 1: Research groups that are relevant to your industry, reach the appropriate audience, and are active

Step 2: Review group policy, get a feel for topics and members, contribute to existing discussions

Step 3: Start insightful conversations about current trends/issues in your industry, your personal experiences, and best practices


Step 4: Continue the engagement by replying to those who comment on your discussions and offering insights in other discussions

LinkedIn Groups

**Brad Entwistle** Managing Director at imageseven

Do you know what a client's experience is of your firm?


The importance of customer service <http://i7.cc/1KHl0Vg>



Do you know what a client's experience is of your firm?


i7.cc • What is your clients experience of your firm, do you know?

[Comment \(2\)](#) • [Like \(0\)](#) • [Follow](#) 25 days ago

**John Tyreman**

Brad, thank you for sharing Laura's post. To add to her thoughts, good customer service has always been something I expect at first when engaging with a brand. My dissatisfaction of bad customer service will have a larger effect on my perception of a brand than if I had a truly smooth experience. Other than customer service, what do you believe differentiates a good client experience from a poor one? [less](#)

[Like \(0\)](#) • [Reply privately](#) • [Delete](#) 24 days ago

**Brad Entwistle**

John, delighted you enjoyed the post. Great question. Delivering value and a quality service to the client consistently over time also has a large impact on the client experience.



Twitter allows for real-time conversations and connection with industry thought leaders.



Twitter Tips



Big Sky Associates

@bigskyassoc

Big Sky Associates helps solve tough operations and strategy problems by making data and evidence easy to use.

📍 DC and Charlotte

🌐 bigskyassociates.com

📅 Joined December 2008

✍️ Tweet to

💬 Message

TWEETS
848

FOLLOWING
566

FOLLOWERS
538

LIKES
31

LISTS
1

Tweets

Tweets & replies

Photos & videos



Big Sky Associates @bigskyassoc · 5h

First, define [#performance](#) goals - THEN select effective KPIs. Are You Using Garbage KPIs? bit.ly/1KpnKm0



1



Big Sky Associates @bigskyassoc · Jan 21

"@CI_Alliance [#Cybersecurity](#) plan should address [#InsiderThreats](#) bit.ly/1ZOUsKf" Free Threat Assessment: bit.ly/1ZOUt0u

🐦 Include keywords and hashtags in your bio

🐦 Follow other thought leaders in your industry

🐦 Post multiple times per day

🐦 Tweet with relevant hashtags

🐦 Respond and engage



Facebook can be used for
to recruit and to target specific audiences.



Google+ can help with your SEO.



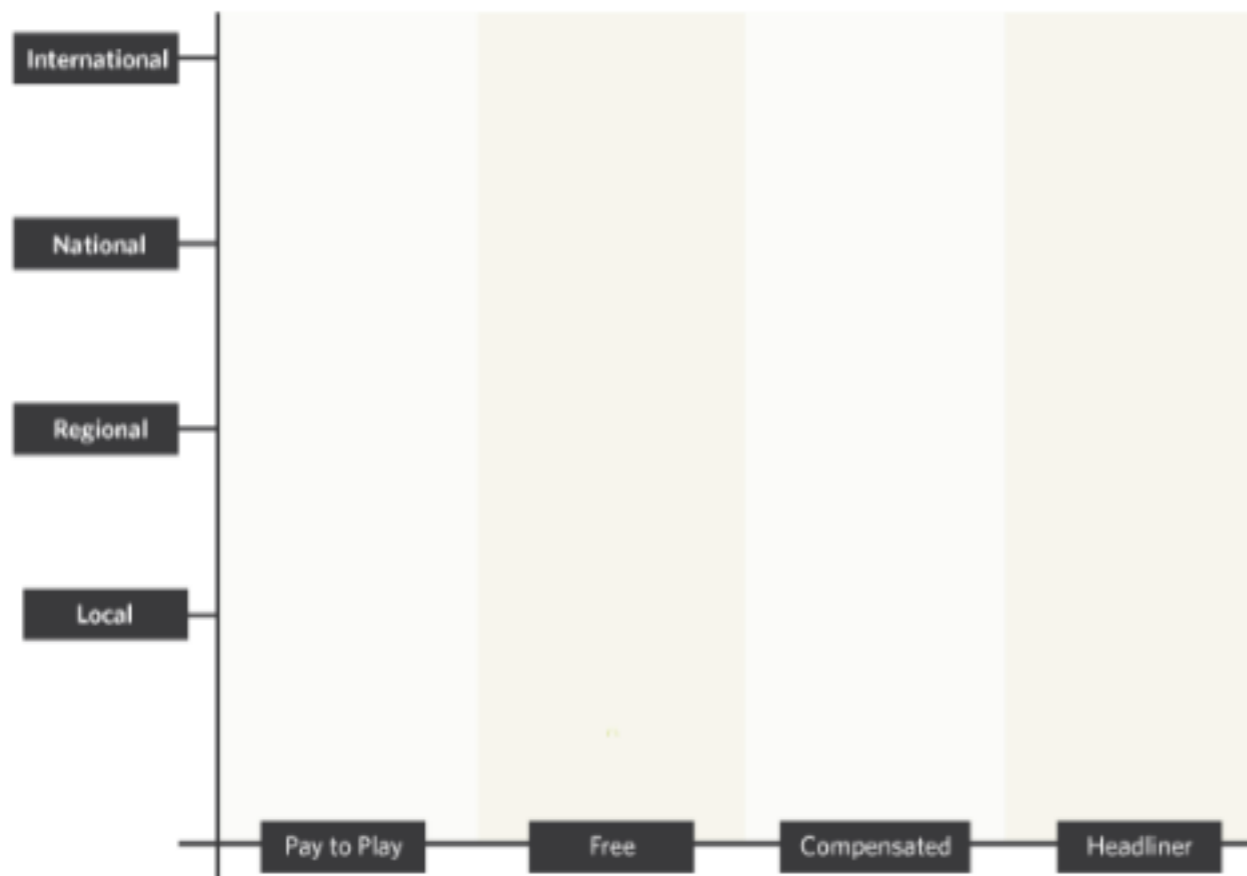
YouTube is the go-to social network for
multimedia content.



Pinterest is arguably the most creative and
visually oriented community.

Speaking Engagements

Section 3: Speaking Opportunities



Indicate which level you are at now and where you would like to be.

Speaker's checklist:

- ☐ Offer to speak
- ☐ Include a speaking bio on your website
- ☐ Put photos of you speaking on your website
- ☐ Create a speaking reel
- ☐ List your past speaking engagements

Speaking Engagements to Pursue

Presentation Topic Ideas

91%

of industry experts use **speaking engagements**
as a marketing tool.

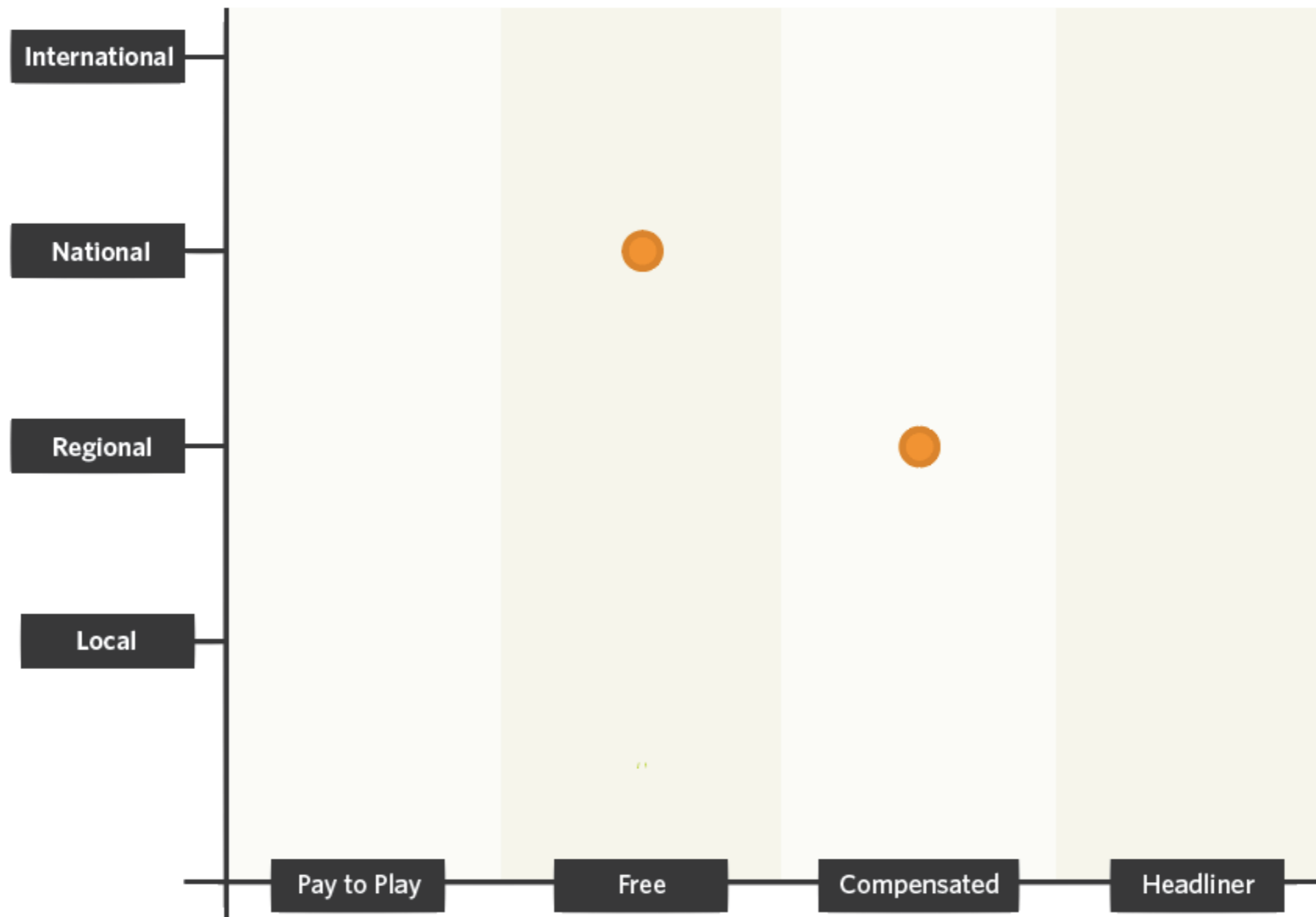
Source: Referral Marketing for Professional Services Firms

30%

of non-client referrals are made
because the **referrer has heard them speak.**

Securing Speaking Opportunities

Where Do You Stand Now?



Make it Known You're Available to Speak

- Offer to speak
- Photos
- Speaking bio
- Presentation topics
- Speaking reel
- Past speaking engagements

Resources to Find Speaking Opportunities



```
graph TD; A[Resources to Find Speaking Opportunities] --> B[Search for events online]; A --> C[Look at your competitors]
```

Search for
events online

Look at your
competitors

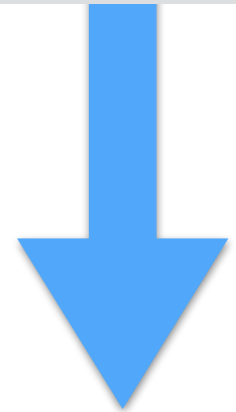
Book



Premium content



Research



Presentation Topic

☒ Relevant to audience

☒ Relevant to your services

Components of a Winning Speaking Pitch

- ☒ Intriguing title
- ☒ Strong support and credibility
- ☒ Clear benefits to audience

Develop Your Presentation

Presentation Tips



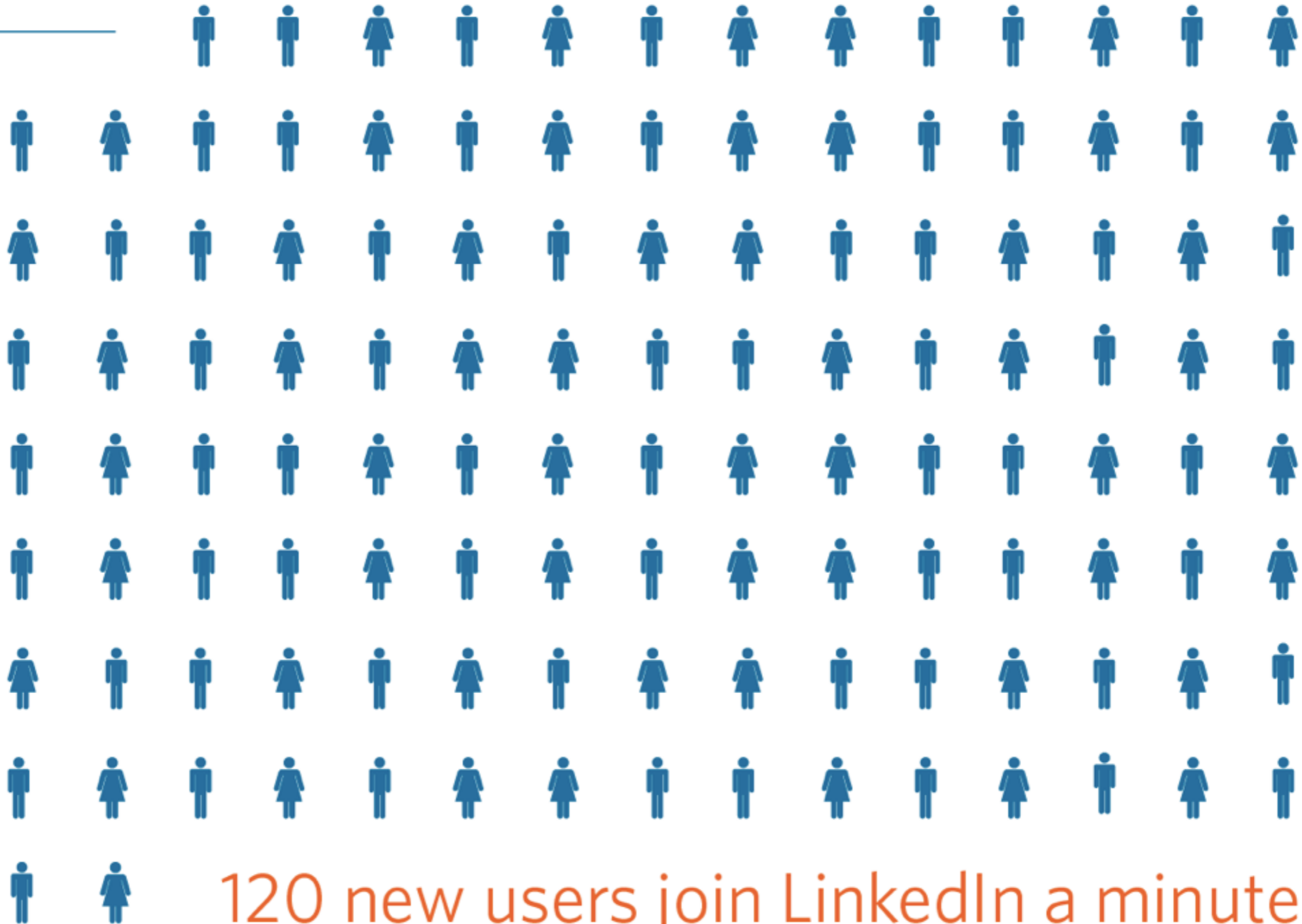
Practice to
improve your skills

Provide value for
the audience

Include an offer
and follow up

Ask for feedback

Use High-Quality Visuals



Use High-Quality Visuals

How Do Clients Choose an Accounting Firm?



Stay Away from Cheesy Clip Art



Don't Overload with Text

Marketing Plan

- The first line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The second line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The third line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The fourth line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- The fifth line of very dull text that goes into far too much detail, distracts the readers from what the presenter is actually saying, and is probably illegible to most of the audience
- Is anyone still reading this?
- Or are you asleep?

Networking

Section 4: Networking

Events to Target

Prior Preparation

Actions to Take During Events

Following Up After the Event

Going Beyond Traditional Client Referrals

81.5%

of firms have received a referral from
people **they have not worked with.**

*Source: Visible ExpertsSM: How High Visibility Expertise
Helps Professionals, Their Firms, and Their Clients*

Prior to the Event

Do Your Research

- **Who** will attend the event?
- What are they trying to **accomplish**?
- What are the **networking** opportunities?
- Are there **speaking** opportunities?
- What **benefit** might you bring?

Prescheduling Meetings

- Works well for destination events
- Have a place to meet
- Must have a reason to meet
- Plan for on-site changes
- Always have a next step

During the Event

Don't be a
lost puppy

Add value to
conversations

HELLO
I AM...

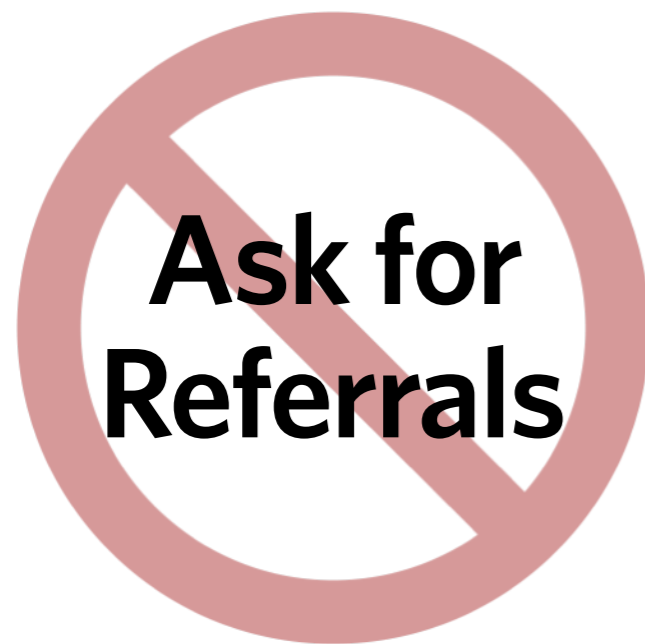
Networking

Listen

Make one
memorable
point

Ask first,
then tell

Networking No No's



After the Event

Follow Up

- Thank yous
- Social media connections
- Follow up information
- Discuss next steps

Email Marketing

Section 5: Email Marketing

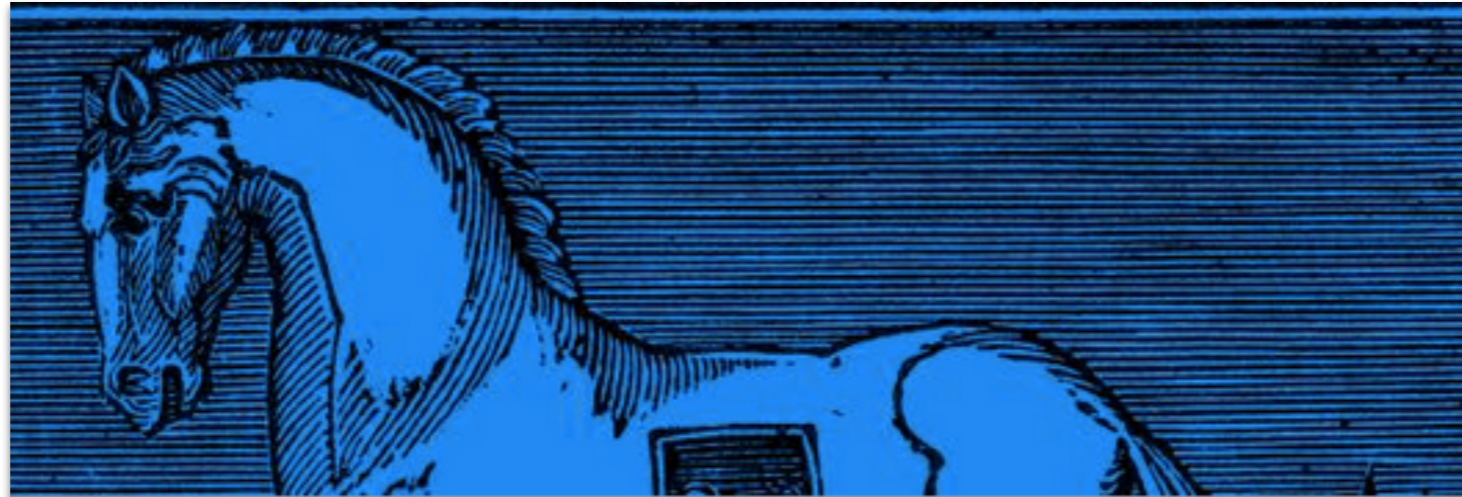
Emails Containing Educational Content

Email Containing an Offer

Types of Emails



Educational Content



LBMC

INFORMATION
SECURITY



Is Your Organization Prepared for a Breach?


OPM. Anthem. Target. The number of breaches and variety of threats continue to grow. And board members and the C-suite see the full impact a data breach has on company reputation.


Your organization's security needs are continually evolving — and so are regulatory requirements — making the job of managing data security even more challenging.




Senior executives understand they need a new game plan. That's why we wrote our new, free guide, *Breach: A Guide to Network Security Best Practices for Prevention, Detection and Response*.

[Download the Free Guide »](#)

Offers



**LBMC**
SECURITY & RISK SERVICES



It's time to protect your business.

Get started for free today.

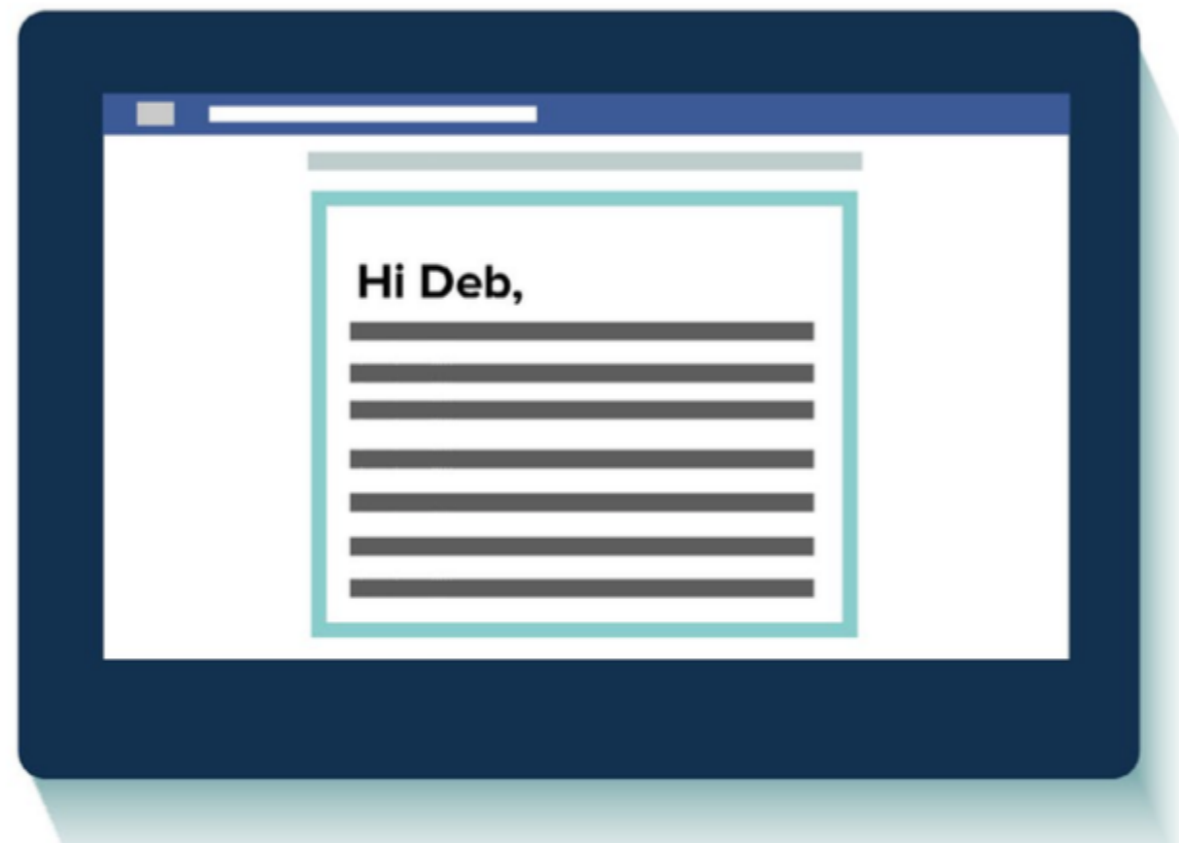
Let's face facts: your organization is in the crosshairs. From retailers to tech companies to federal agencies, every sector of today's economy is feeling the heat from hackers.

Don't wait until it's too late to protect your data and your business. We're offering a **30 day free trial** so you can have peace of mind knowing that LBMC Security's top-tier managed security services are at work for you. Learn how we take the stress out of cyber security by providing around-the-clock intrusion detection and real-time monitoring.

[Start my free trial »](#)

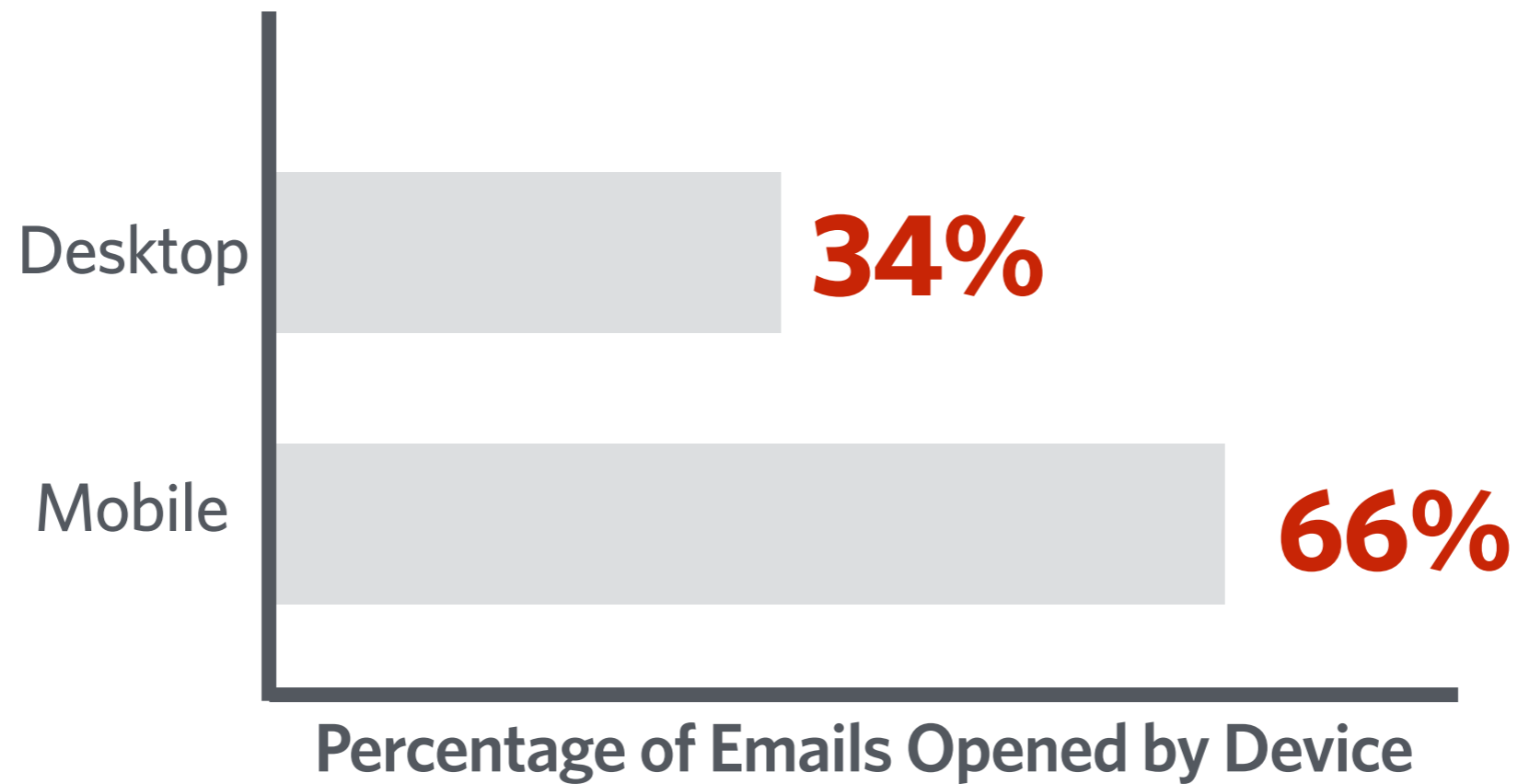
Email Tips

Using templates vs. plain text



Email Tips

Make sure your emails are mobile-friendly.



Email Tips

Segment your list.

Industry

Job function

Organization type

Seniority level

Past behavior

Topic of interest

Email Tips

Don't bombard your list.



Email Tips

Let people escape.



Email Tips

Consider marketing automation softwares.



Subject Line Best Practices

- Shorter is better (40 characters or less)
- Clearly state what the email contains
- Not the place to be poetic or clever
- Words like “cheap” or “sale” could land your email in the spam folder

Examples of Good and Bad Subject Lines

Download Our FREE Network Security Guide and Ensure Your Data Is Safe!

Examples of Good and Bad Subject Lines

~~Download Our FREE Network Security Guide and Ensure Your Data Is Safe!~~

Protect your business from hackers. Get started today.

Examples of Good and Bad Subject Lines

Company Monthly Newsletter

Examples of Good and Bad Subject Lines

~~Company Monthly Newsletter~~

SYMCO's The Insider, January Edition.

Track Your Performance

- Open rates - 18-22%
- Click-through rate - 1-4%
- Monitor different kinds of emails separately

What You Can A/B Test

- Subject lines —> open rate
- Images
- Positioning of offers
- Colors
- Copy
- Template

Original



Variation



16.7% increase in conversion rate

Toolkit Checklist

- ① **Linkbuilding**
- ② **Social Media**
- ③ **Speaking Engagements**
- ④ **Networking**
- ⑤ **Email Marketing**



Join our next hands-on Visible Expert Workshop:
**How to Turn Your Marketing Strategy into
New Business**

Wednesday, February 3 at 1:00pm EST

How?

Register at: <http://goo.gl/UXpm7K>

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