



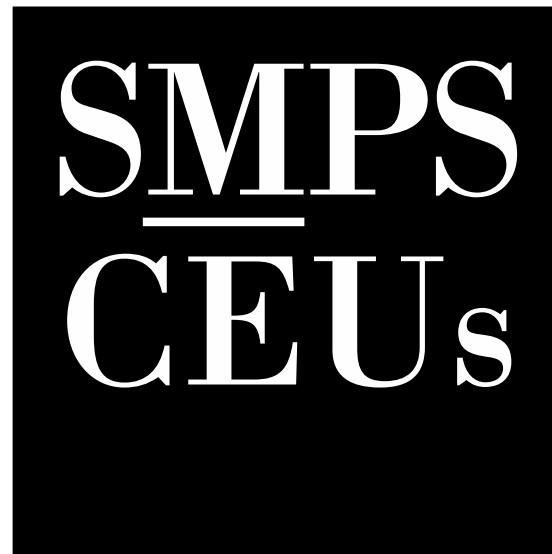
Top Lead Generation Strategies that do More with Less

Presented by Elizabeth Harr and Karl Feldman



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

Presenters

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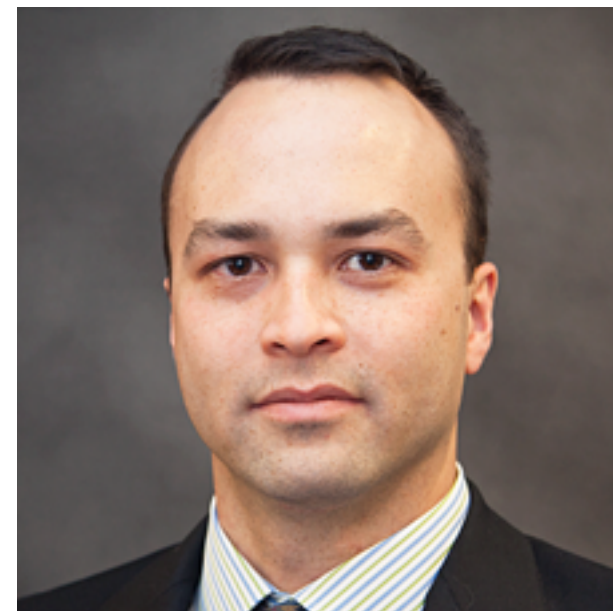
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Agenda

- Connecting your online and offline strategies
- The most cost-effective techniques to use
- How to conquer the most common challenges and pitfalls
- How to measure your techniques to hold your lead generation strategy accountable



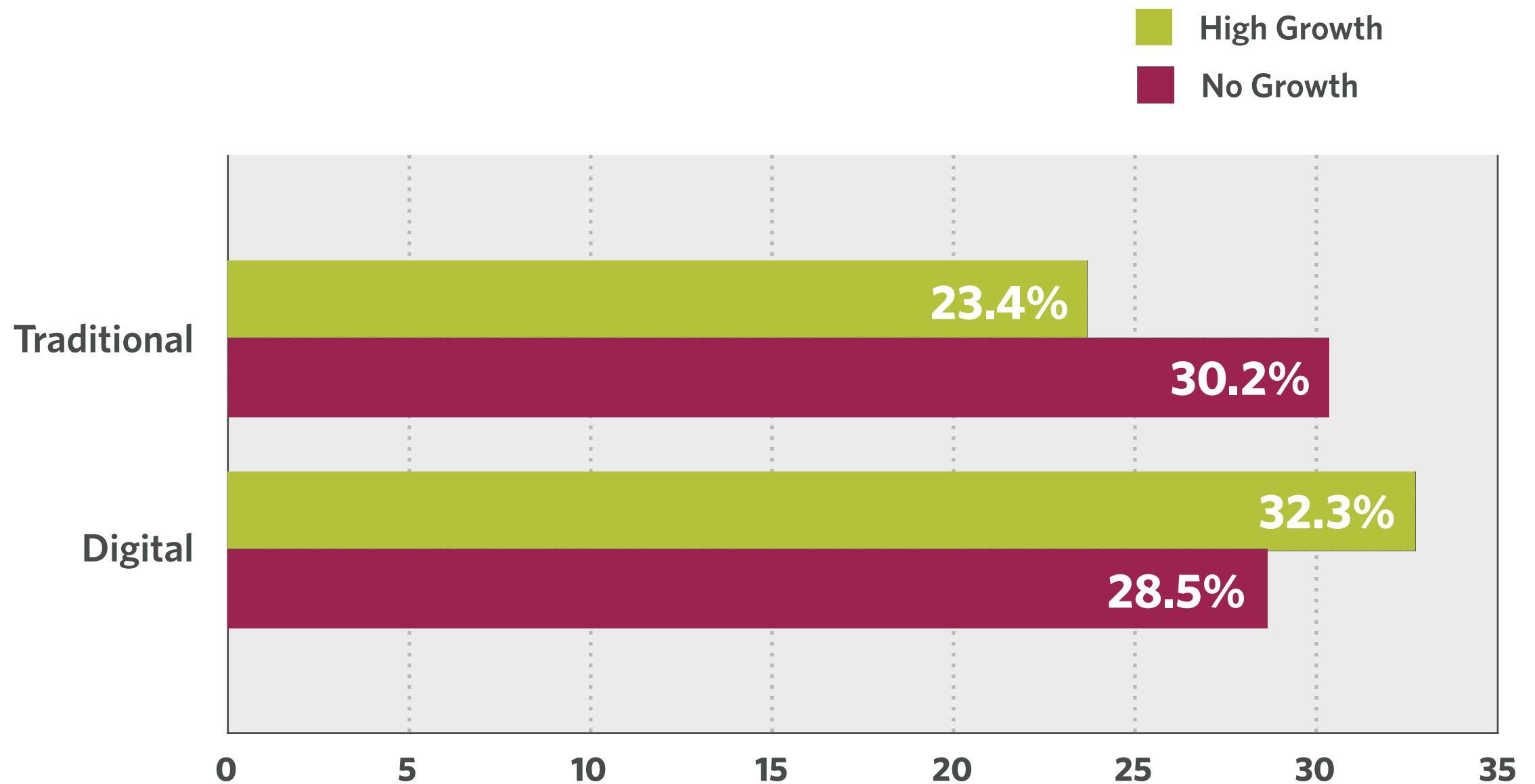
Connecting your online and offline strategies



Why does it matter?



High-Growth firm research



High-Growth Firms

23%

less effort into
traditional marketing





High Growth Firms

11%

greater impact from
traditional marketing

High-Growth firm research

Traditional Techniques Favored by High-Growth Firms

Marketing Collateral	
Phone Marketing	Speaking Engagements
Partnership Marketing	Conferences/ Tradeshows

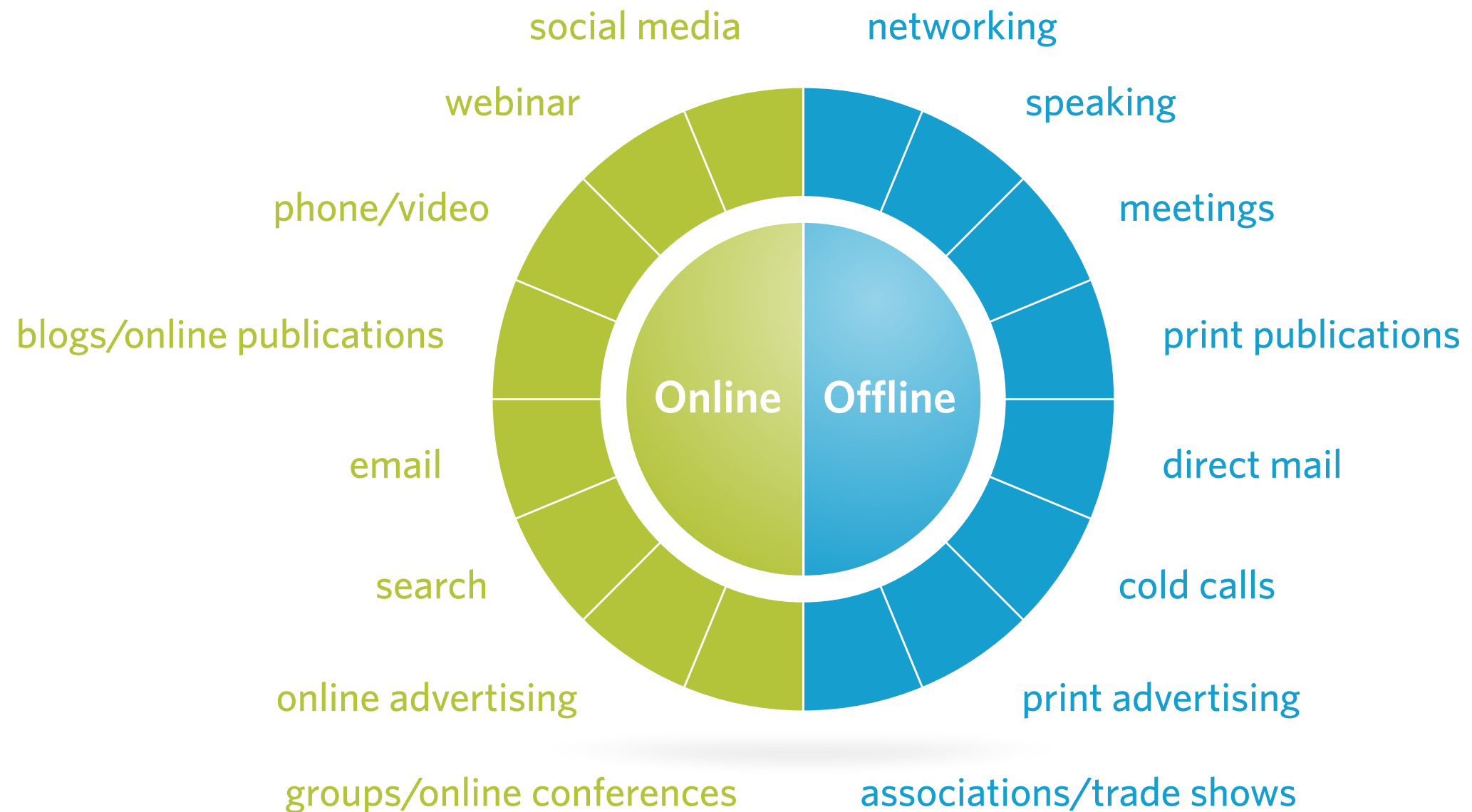
Digital Techniques Favored by High-Growth Firms

Online Advertising	Social Media
Blogging	Email Marketing
Marketing Video	SEO
Website	Premium Content

What's the mix and why?



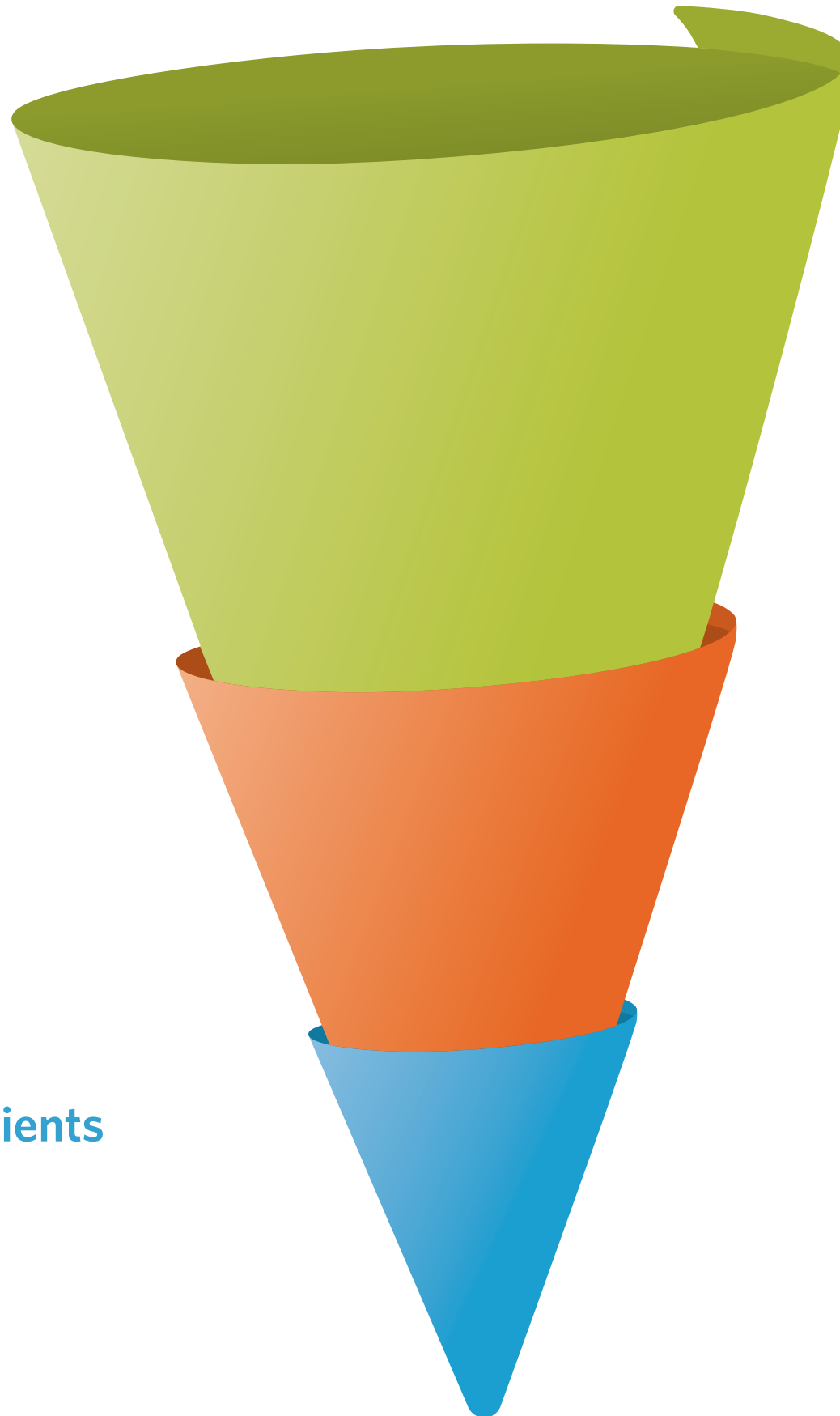
A Balanced Approach to Marketing



Stage 1
Attract Prospects

Stage 2
Build Engagement

Stage 3
Turn Opportunities into Clients



Stage 1

Attract Prospects

Blog Posts

Press Releases

Educational Emails

Case Studies

Articles

Videos

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

Stage 2

Build Engagement

Webinars

Executive Guides

Ebooks

Research Reports

*People begin
referring you
to others*

Stage 3

Turn Opportunities into Clients

Credentials Presentations

In-Person Seminars

Assessments

Demos

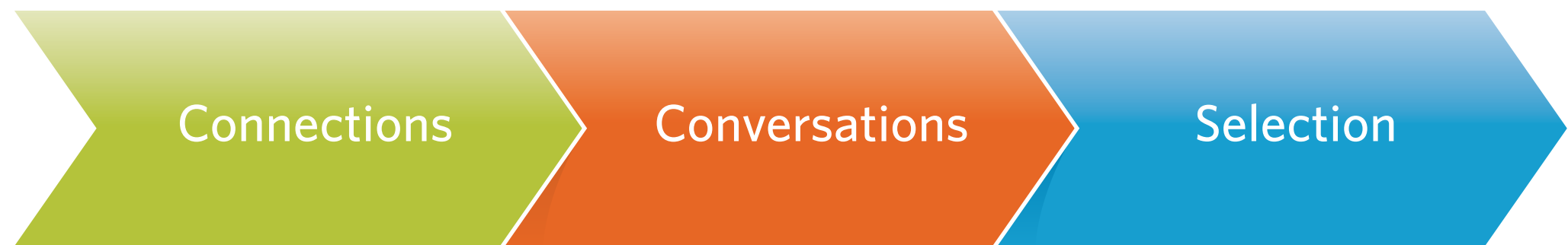
Consultations

*You become
the obvious
choice*

...or another way to think about it



Professional Services Client Experience Journey

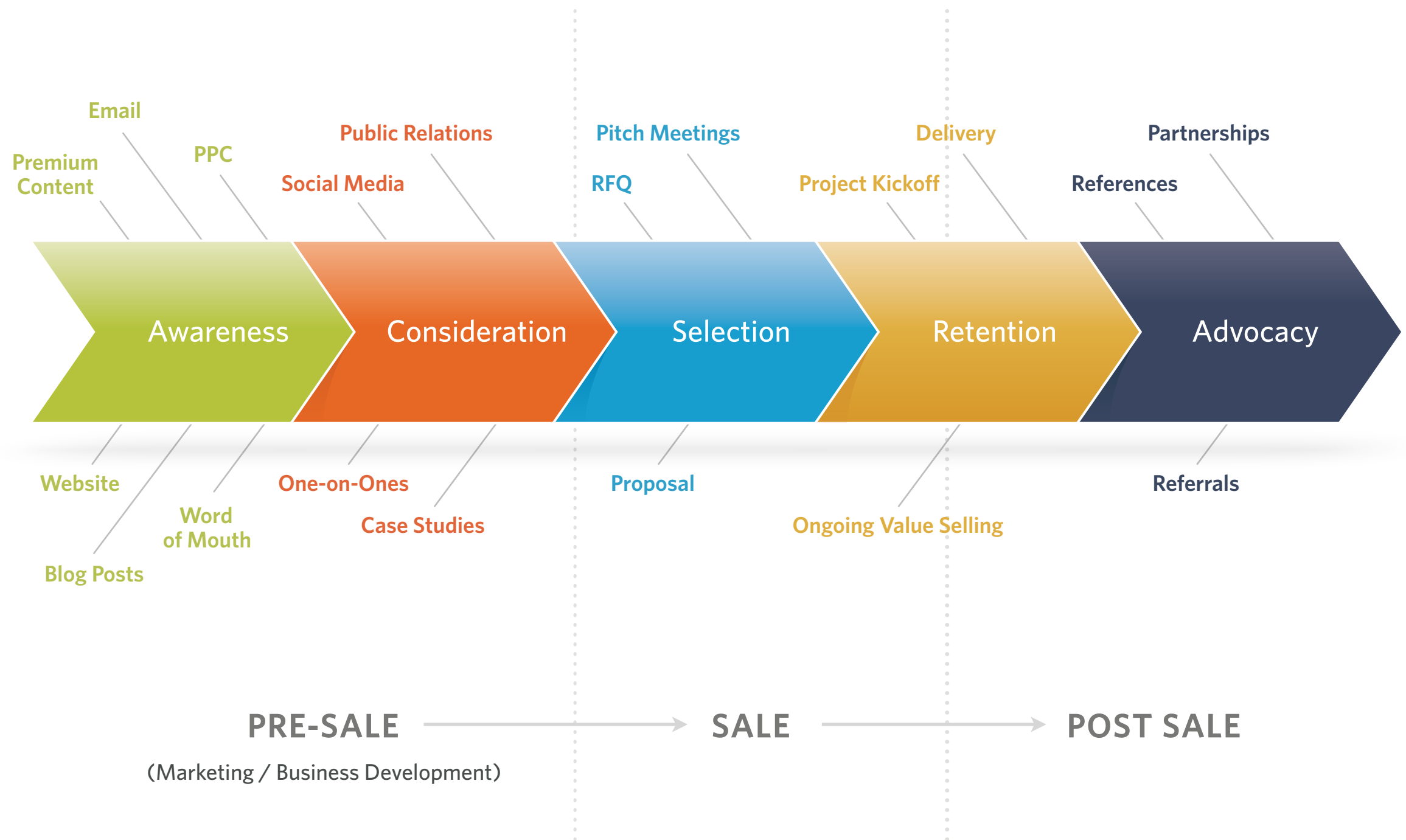


Who do I know? Who do they know?

Transparent conversations
— education and not selling.

Confirmation of “right decision”

Professional Services Client Experience Journey



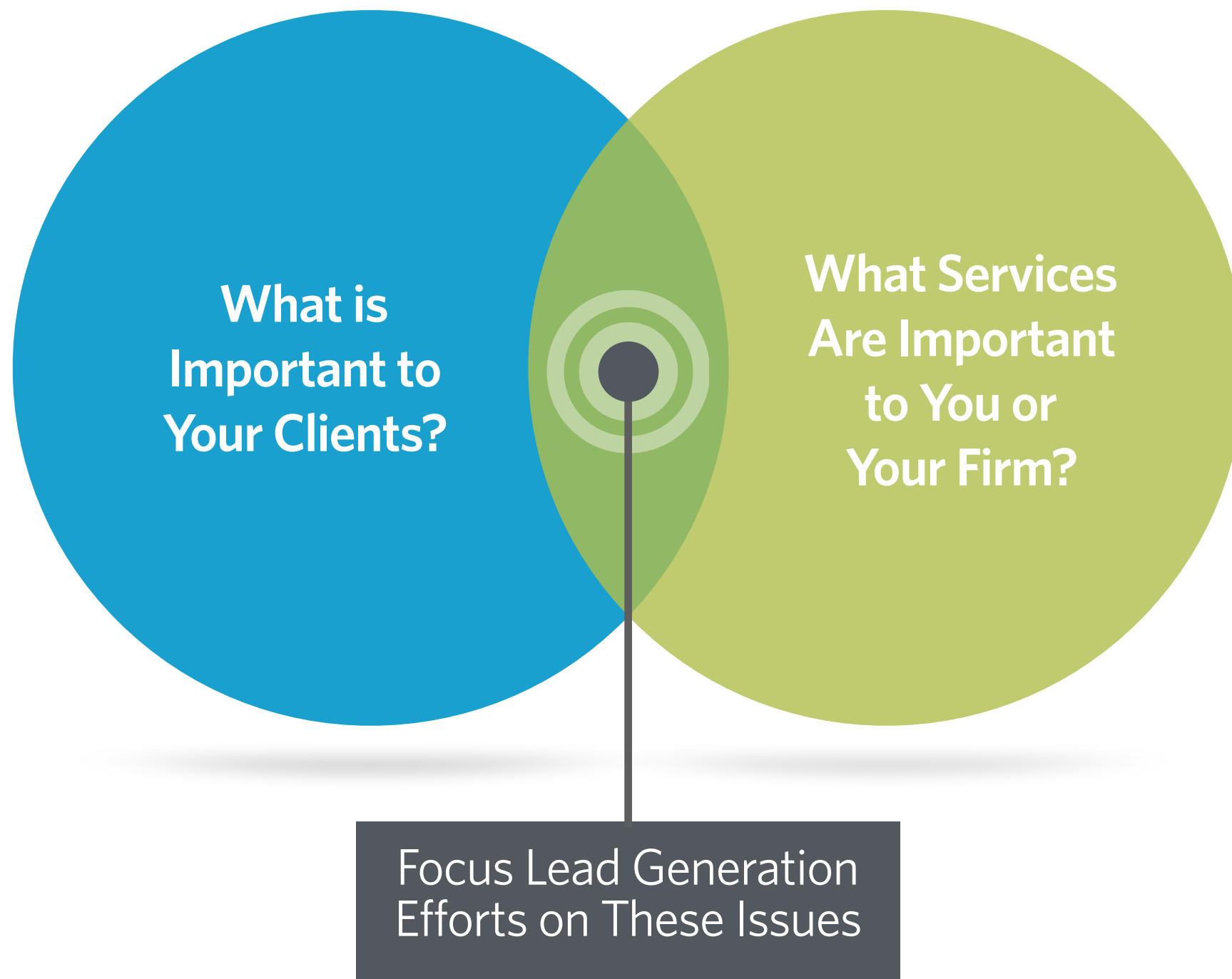
Cost-effective techniques



First: Be relevant



Lead Generation is only efficient when you're relevant



Turning Your Positioning into Lead Generating Content

Positioning

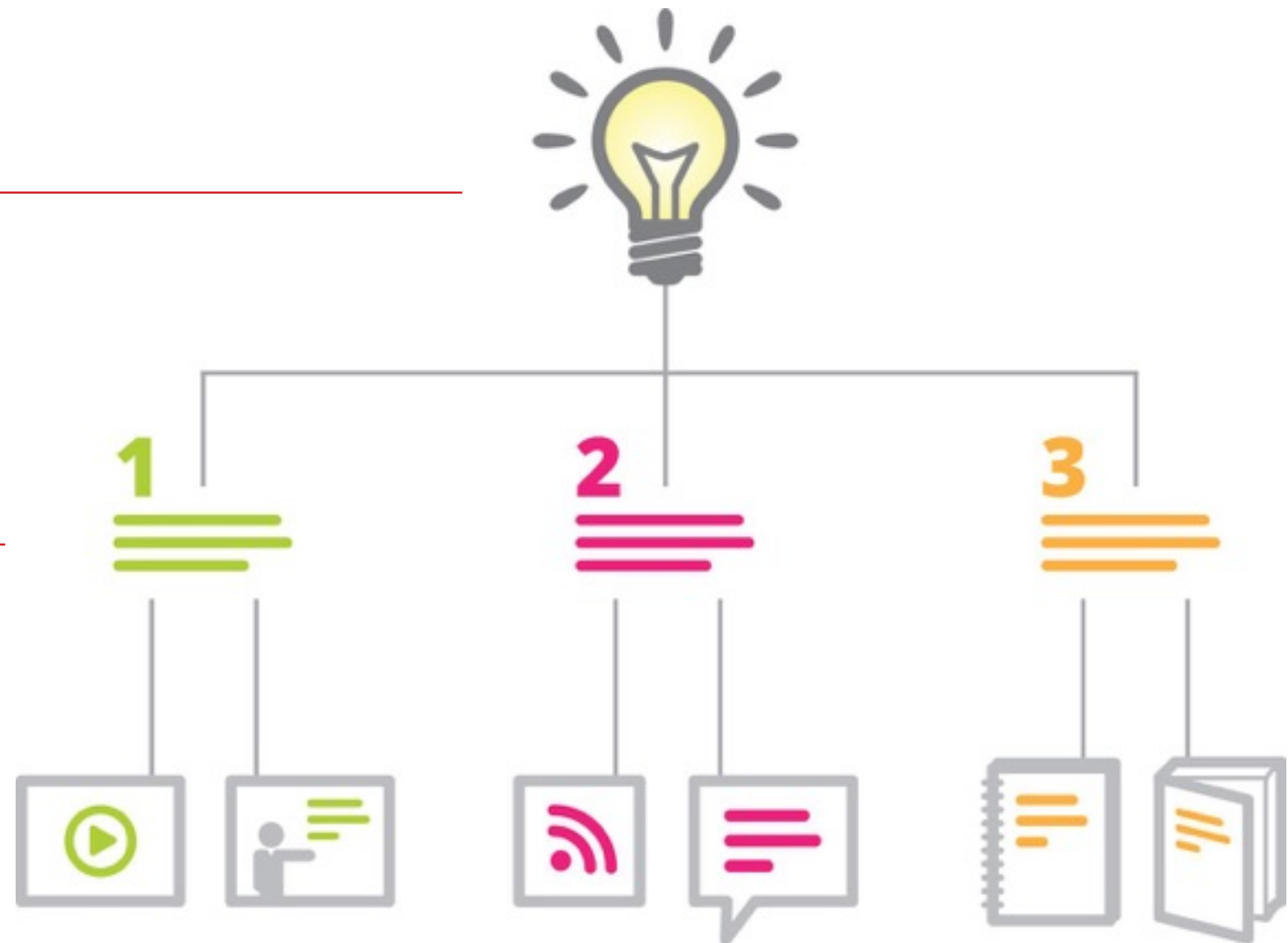
The big idea people associate with you.

Issues

The themes you write and speak about.

Topics

The titles of your blog posts, webinars, speeches, etc.

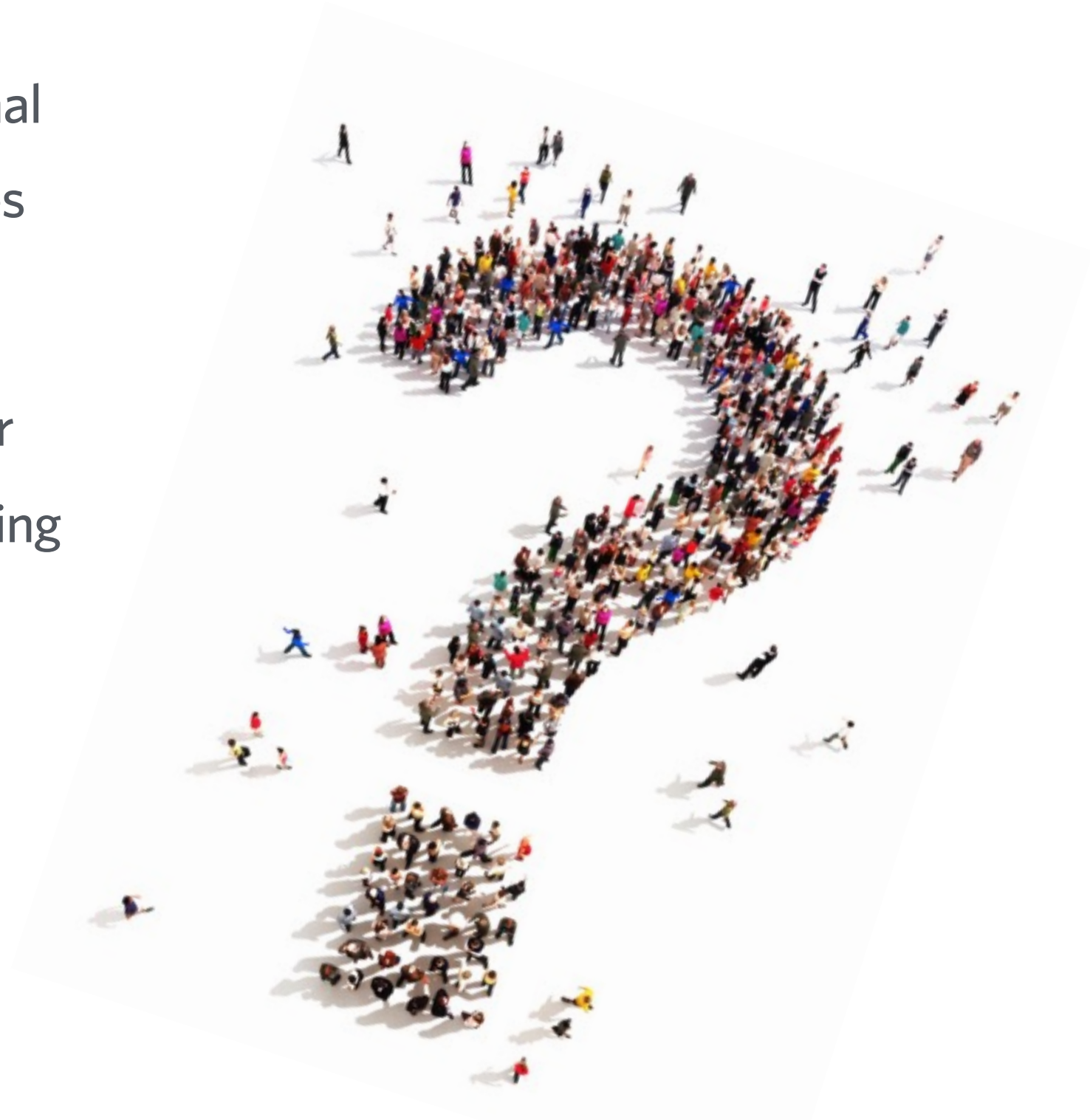


Criteria for Selecting an Issue

- > Relevant to client and service you provide
- > No consensus on the solution
- > Not something that is likely to go away in the short-term
- > Not already “owned” by another firm
- > You can offer a valuable perspective
- > Broad enough for multiple topics

Research Will Help You Select Your Issues

- > What are the organizational priorities that your services help address?
- > What approaches are your target audiences considering to address their priority issues?



Examples of Issues

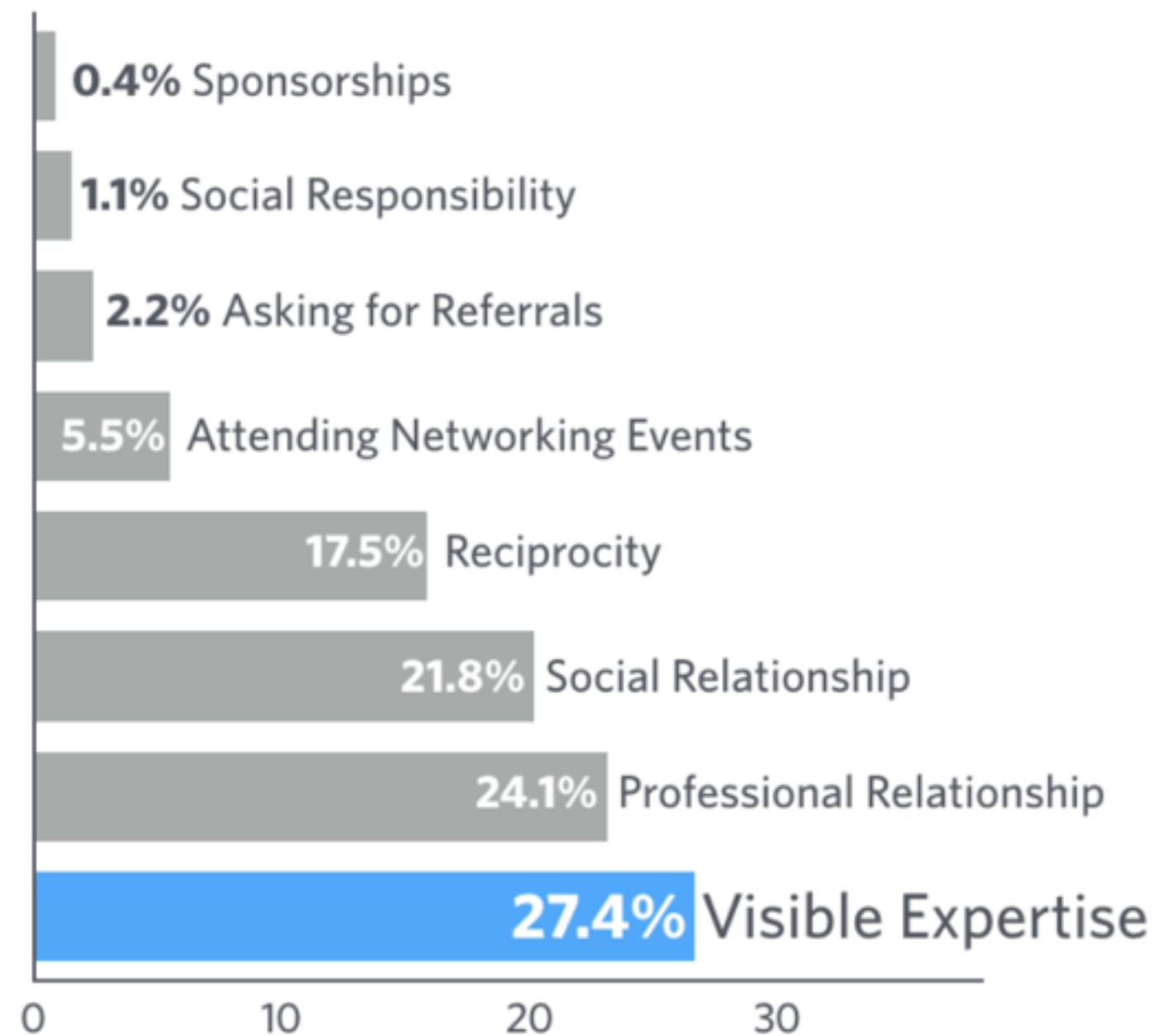
- > Ensuring the security of financial data
- > Managing millennials in the workplace
- > Evolving international tax laws
- > Financing adaptive reuse of historic theaters



Second: Volume \neq impact



Key factors for earning referrals



51.9%

of referrals rule out a firm
before speaking with them.

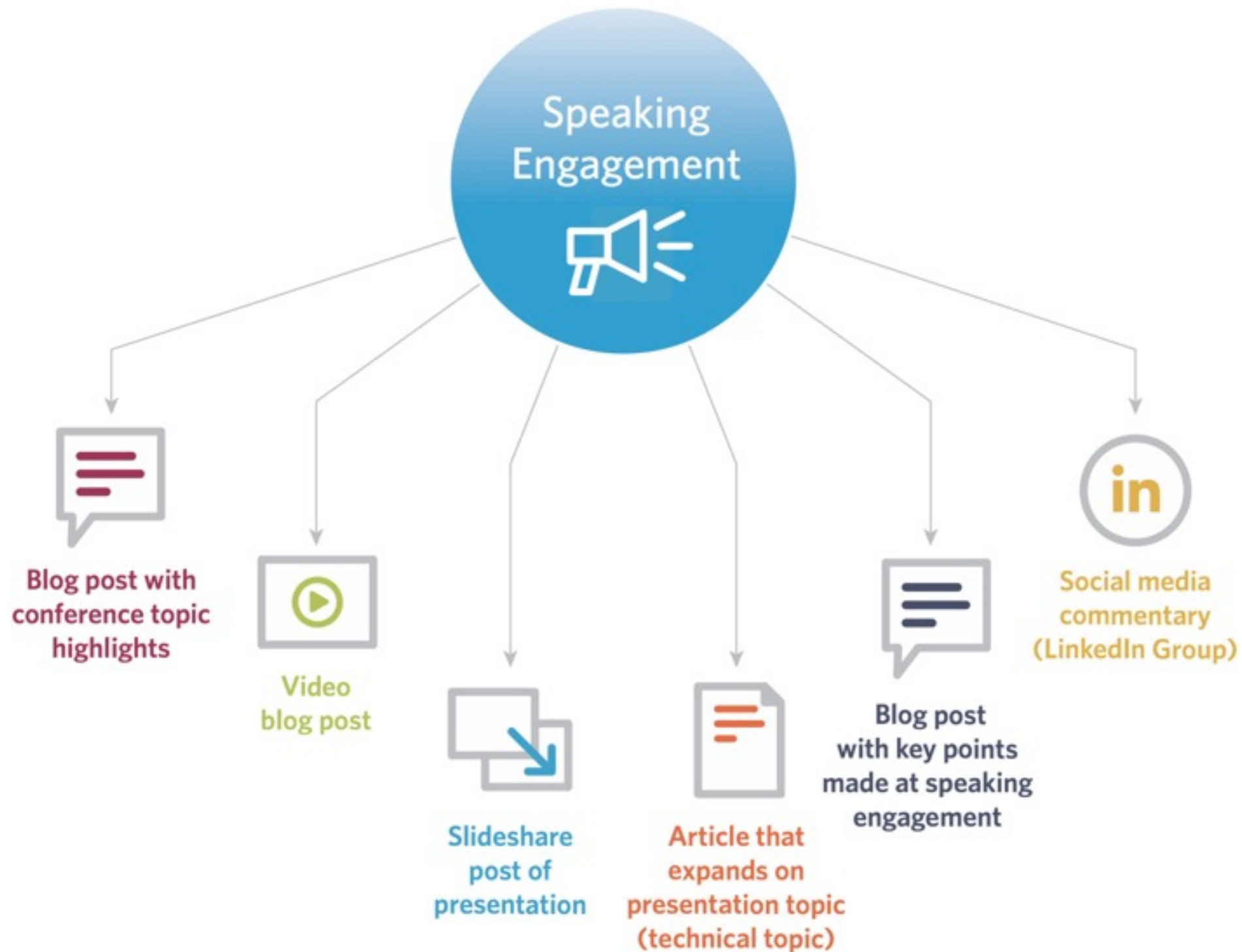


Source: *Referral Marketing for Professional Services Firms Research Report*

Third: Adapt and repurpose content



Content Repurposing



Content Repurposing



Fourth: Spend less money!

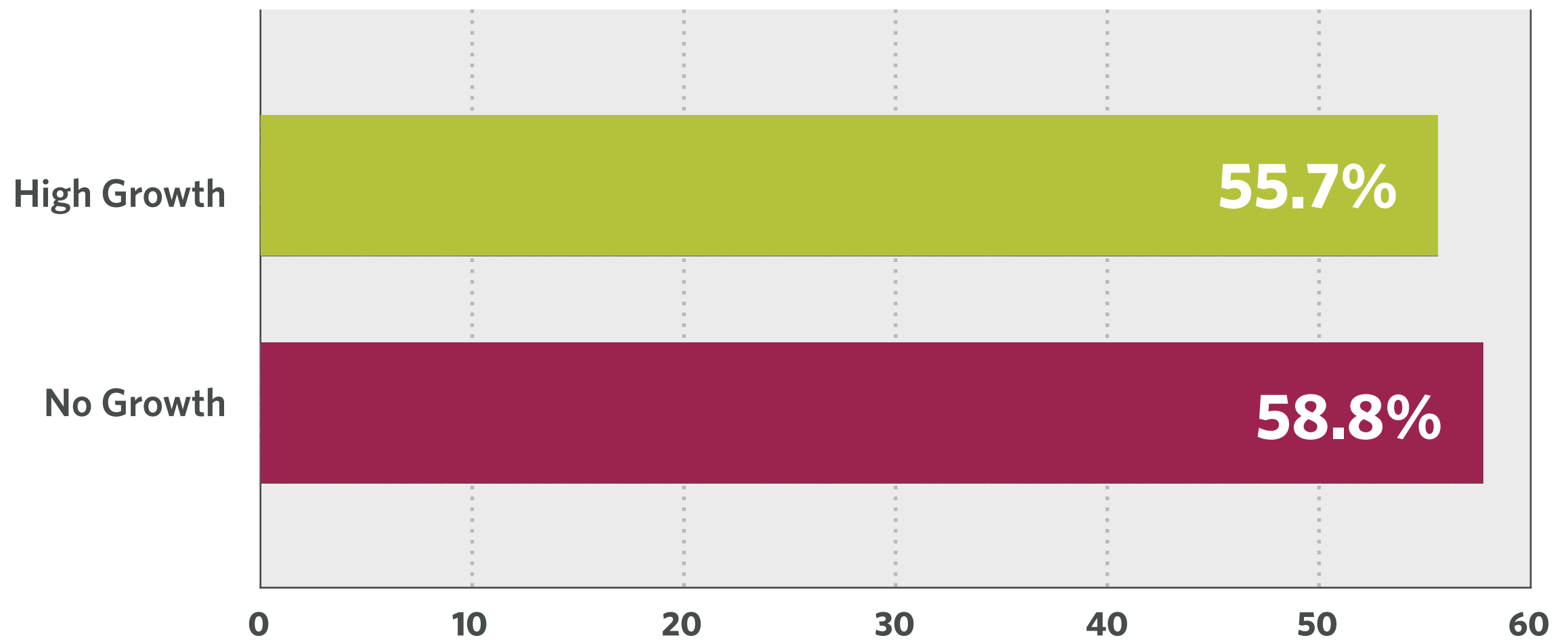




marketing



Total Marketing Effort





High Growth Firms

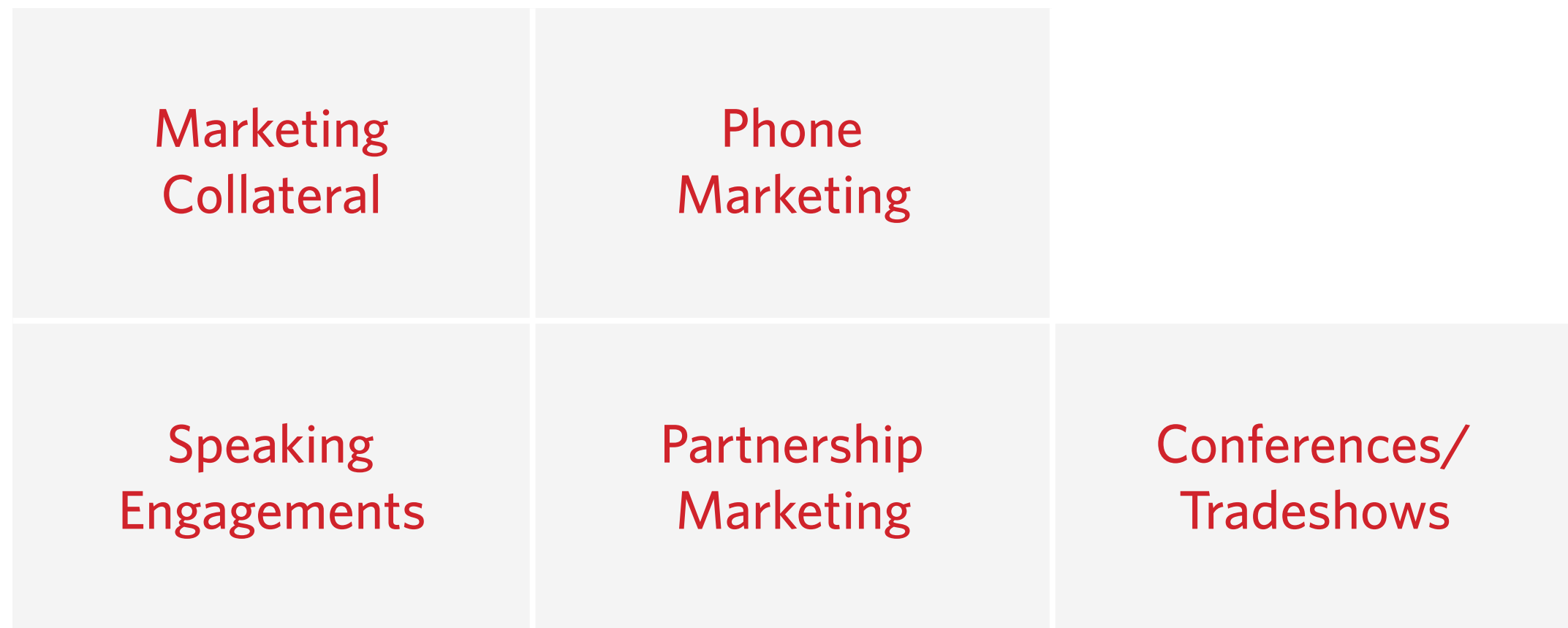
35%

greater impact from
digital marketing

Digital Techniques Favored by High-Growth Firms

Online Advertising	Social Media	Marketing Video	SEO
Blogging	Email Marketing	Website	Premium Content

Traditional Techniques Favored by High-Growth Firms



Conquering the most common challenges



Understanding educational content



What is educational content?

Content that is useful to your clients
and showcases your expertise.



Educational Content is Not...



**MARKETING
COPY**



**SYNDICATED
CONTENT**



**FAUX
WHITE PAPERS**



CASE STUDIES



BROCHURES



TESTIMONIALS

Flow Content

Stock content: Long-lasting content with true value

- > Research studies
- > eBooks
- > Guides

Flow content: Everyday content meant for community-type conversation

- > Blog posts
- > Tweets

Blog > Recruitment Strategy > 6 Problems with Board Member Recruitment and a New Way Forward

6 Problems with Board Member Recruitment and a New Way Forward

Melissa Henderson | FEBRUARY 4, 2018



Obsolescence should not be feared. While it signals the end of something familiar, it welcomes a new way forward. We have reached this crossroads with retained executive search. It is obsolete.

Today, the retained executive search process is costly. Frequently, after lengthy recruiting processes, retained searches deliver new board members who fit poorly with the boards they join. Alternatively, positions go unfilled, leaving the board without qualified talent around the boardroom table that hampers stakeholders. Naturally,

Currently, there are six



Janek Performance Group A new article has been added to the Janek Sales Performance Blog: 5 LinkedIn Optimization Tips For Sales Professionals Want these delivered to your mailbox every



5 LinkedIn Optimzation Tips For Sales Professionals

janek.com • LinkedIn is the venue for putting your virtual self to work in a practical sense, so that you can bridge important connections. This isn't Facebook; you do...

Like • Comment • Share • 2 months ago

Be Visible at Each Stage of the Buyer's Journey

Attract Prospects

Attract potential buyers, influencers, and referral sources



Build Engagement

Deepen engagement with your prospects and turn them into educated and qualified opportunities.



Turn Opportunities into Clients

Make the decision easy for prospects that are ready to buy.



Fully leveraging your online presence



80.8%

of buyers check out your website.



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

43.6%

rule out a firm because
they couldn't understand how
the firm could help them.



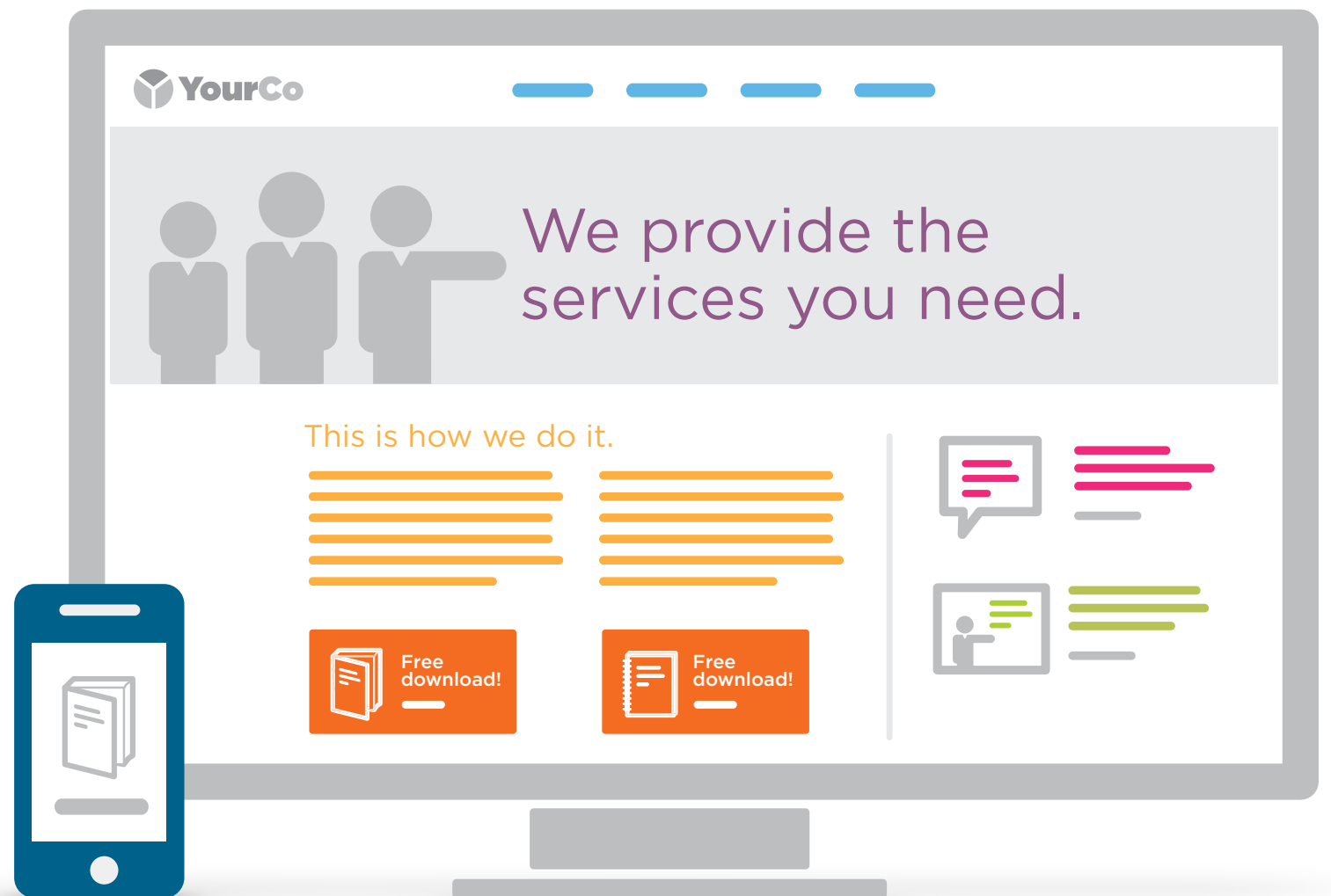
29.6%

rule out firms because
of an *unimpressive website*.



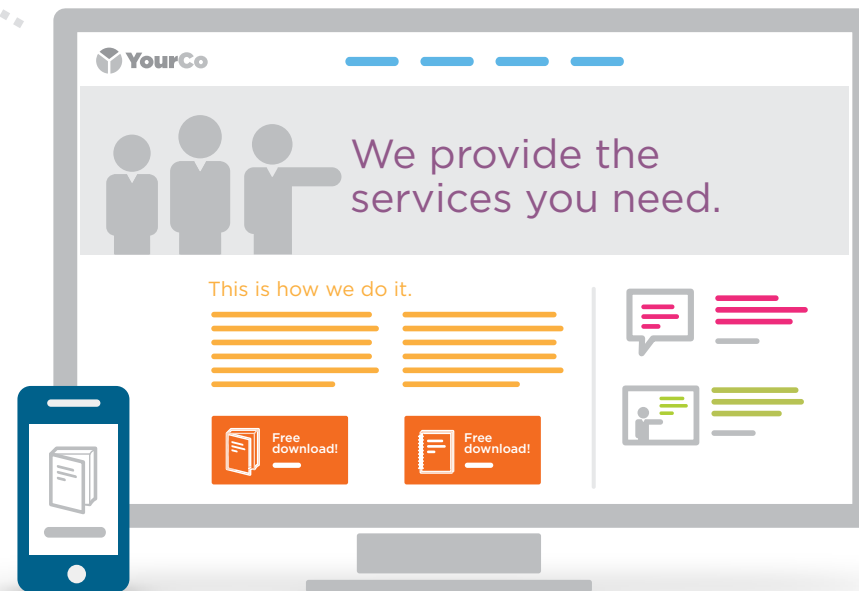
High-Performance Website — Your Hub

- A** Educational Content
- B** SEO
- C** Blog
- D** Links
- E** Offers
- F** Clear Messaging
- G** Mobile Friendly



**Offline
Marketing**

**Social
Media**



**Email Marketing
and Automation**

Understanding the role of social media



Reasons WHY Social Media

- > Promotes content.
- > Serves as online networking.
- > Contributes to SEO
- > Functions as research tool.
- > Contributes to recruiting.



59.9%

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



Source: Referral Marketing for Professional Services Firms

17.0%

of referrals are made because the referrer has interacted with the firm on **social media**.



No Social, No Referral.

18.2%

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



Source: *Referral Marketing for Professional Services Firms*



LinkedIn

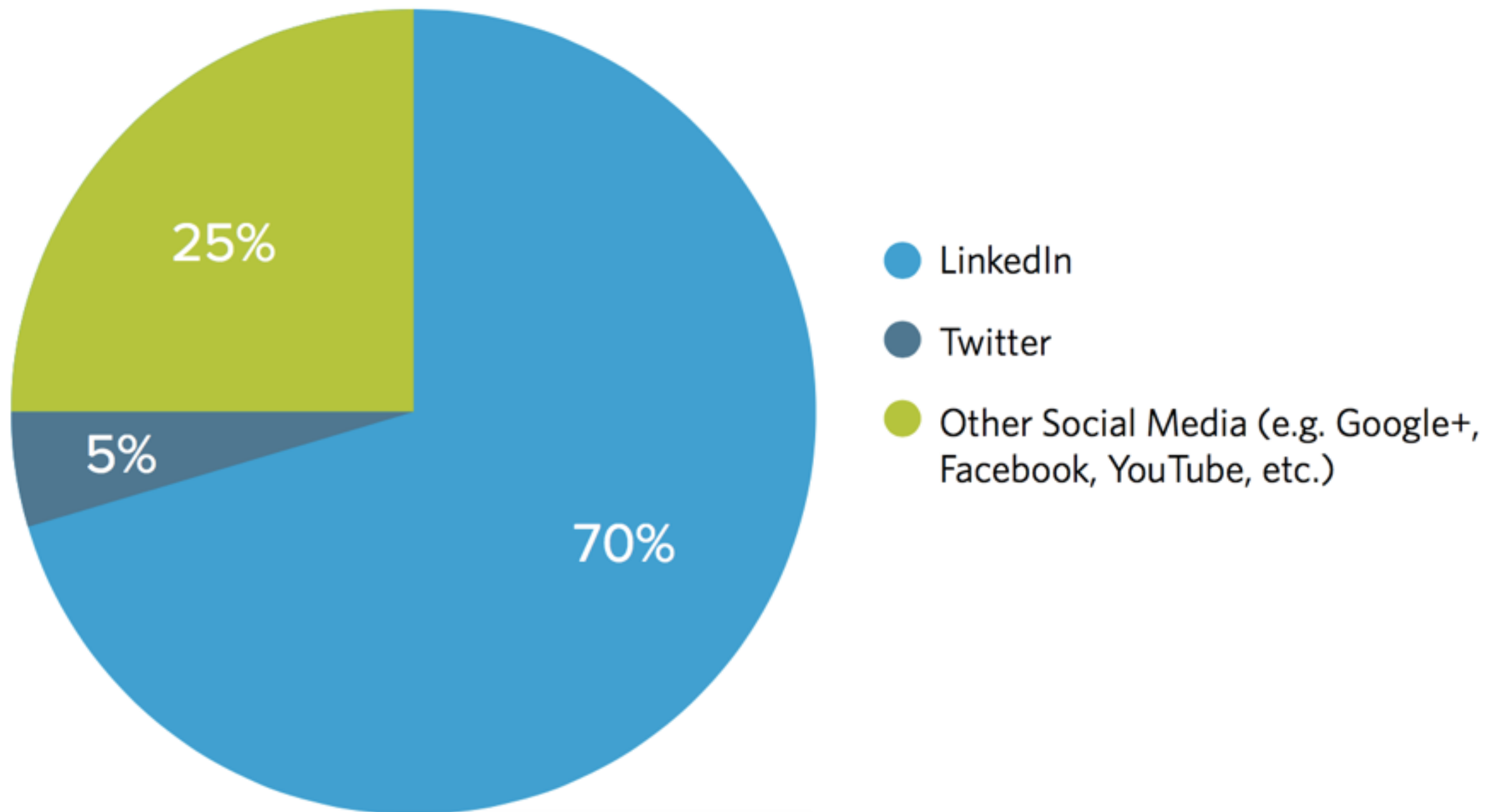
- > Participate in group discussions
- > Post updates



Twitter

- > Share your content and others'
- > Display culture

LinkedIn is The Social Network of Choice



How to measure your techniques to hold
your lead generation strategy accountable



High Growth firms track

33%

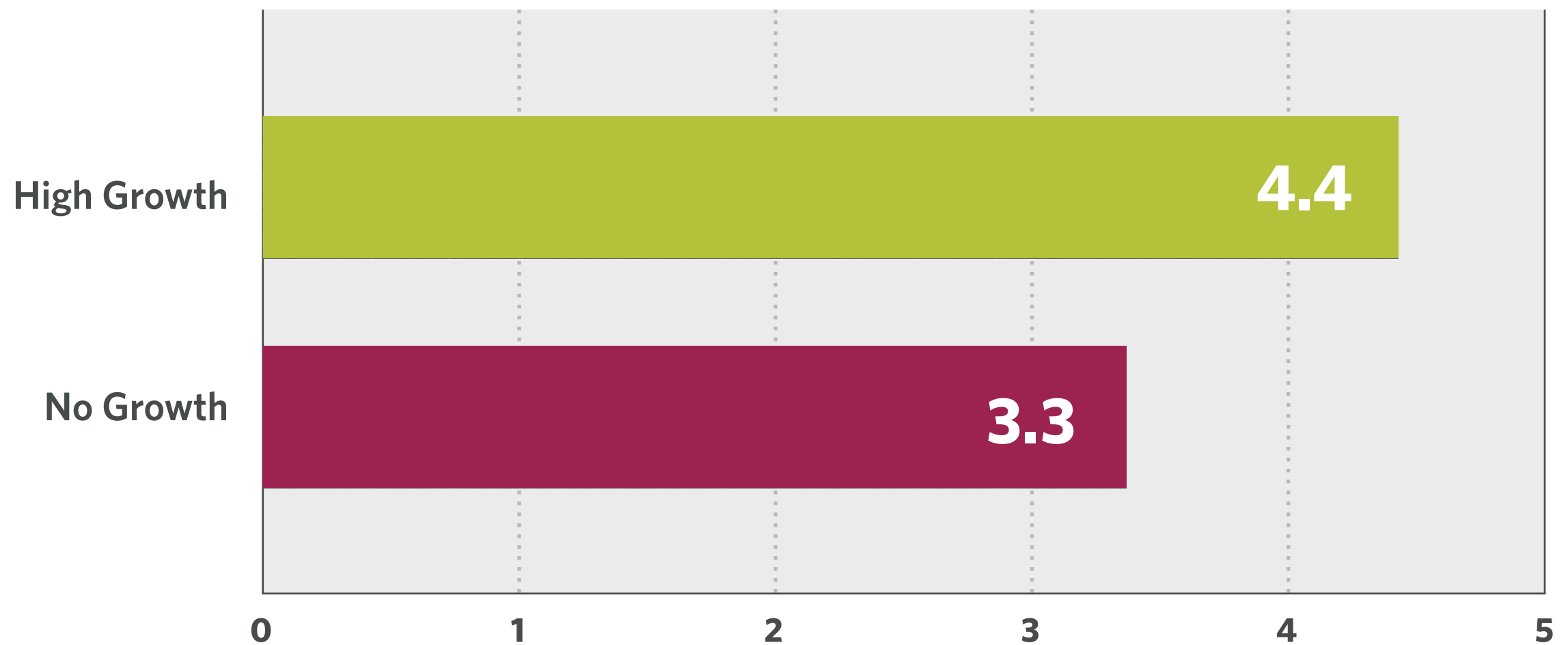
more metrics to monitor effectiveness



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

High-Growth firm research

Average Number of Metrics Used to Measure Marketing Effectiveness



High-Growth firm research

Metrics Most Often Tracked by High-Growth Firms

Brand Awareness

Website Traffic

Social Media Engagement

Lead Generation

Conversion Rate

Selecting a Metric

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



Key Considerations

Frequency	Weekly, monthly, quarterly
Display	Graphic
Comparisons	Month to month, quarter to quarter, year over year
Adjustments	One variable at a time if possible
Testing	Always consider A/B tests

Visibility Metrics

Website traffic

- > Direct
- > Organic search
- > Referral
- > Social media

Social media followers

- > By platform

Email list size (mailable names)

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

Inbound leads

- > Form fills
- > Phone/email

Opportunities (CRM)

Proposals

- > Number
- > Cumulative value \$

Wins

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

Firm growth

Firm profitability

A/B Testing

Testing is the only way to learn what works and what doesn't:

RESEARCH STUDIES

2015 Professional Services Marketing Priorities


How will firms prioritize in 2015?

Big questions are on the horizon: what are the most urgent business challenges for professional services firms? And how will firms prioritize their marketing efforts?

The Hinge Research Institute surveyed over 500 professional services firms to find the answers. Now we've released the results in a free research report: **2015 Professional Services Marketing Priorities**.

In this report, we provide detailed data on:

- > The top business challenges facing professional services firms



2015 Professional Services Marketing Priorities Report

17 charts
21 pages
Cost: FREE

RESEARCH STUDIES

Free Download: 2015 Professional Services Marketing Priorities


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2015 Professional Services Marketing Priorities Report

17 charts
21 pages
Cost: FREE



14.5% Conversion Rate

Key Takeaways



Key Takeaways

- Connecting your online and offline strategies matters because using them together effectively can reduce effort and increase impact.
- The most cost-effective techniques are selected based on accountability and the ability to adjust and improved based on data
- Prioritization and understanding roles of techniques and strength of infrastructure is the key to conquering most common challenges
- Hold all of your lead generation efforts accountable



How Hinge Can Help

Free Marketplace Visibility Review:

- > We'll discuss practical insights on your website and online presence
- > Ways your firm is generating referrals now
- > Why buyers may have ruled out your firm
- > The role of thought leadership and social media
- > What's working for you now and what isn't



Respond to follow-up

email or call:

703 391 8870

For webinar registrants only!

Thank you! Questions?

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Thank You

