



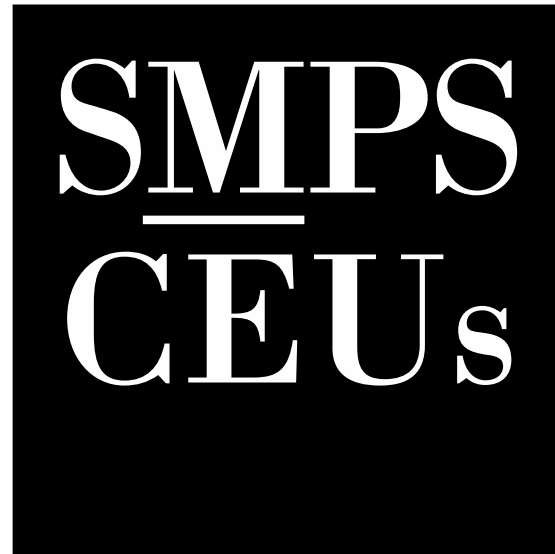
Build a Better Marketing Plan: What Works and What's a Waste

Presented by Lee Frederiksen, Ph.D. and Candis Roussel



SMPS CEUs

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



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1. Register to attend our webinars
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3. Email: ceu@hingemarketing.com

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Today's Presenters



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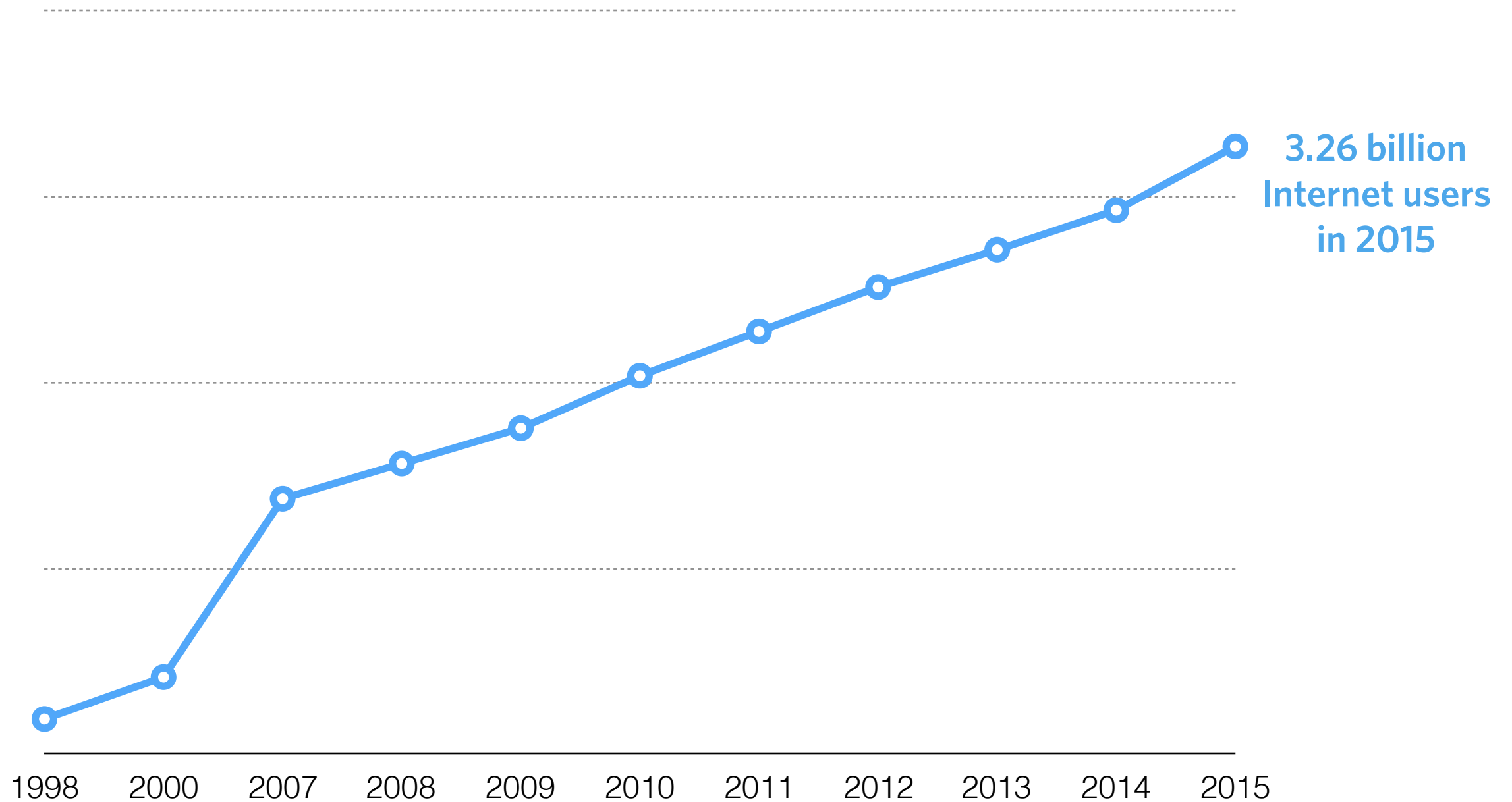
Agenda

- > Today's landscape
- > What works now
- > What to save money on
- > What to invest in
- > Building your strategy

Today's Landscape

Once upon a time...

Internet Users Are Climbing



Digital Natives



87%

of the US population already online.

In 9 years, millennials will comprise

75%

of the workforce.



Collapse of Geography

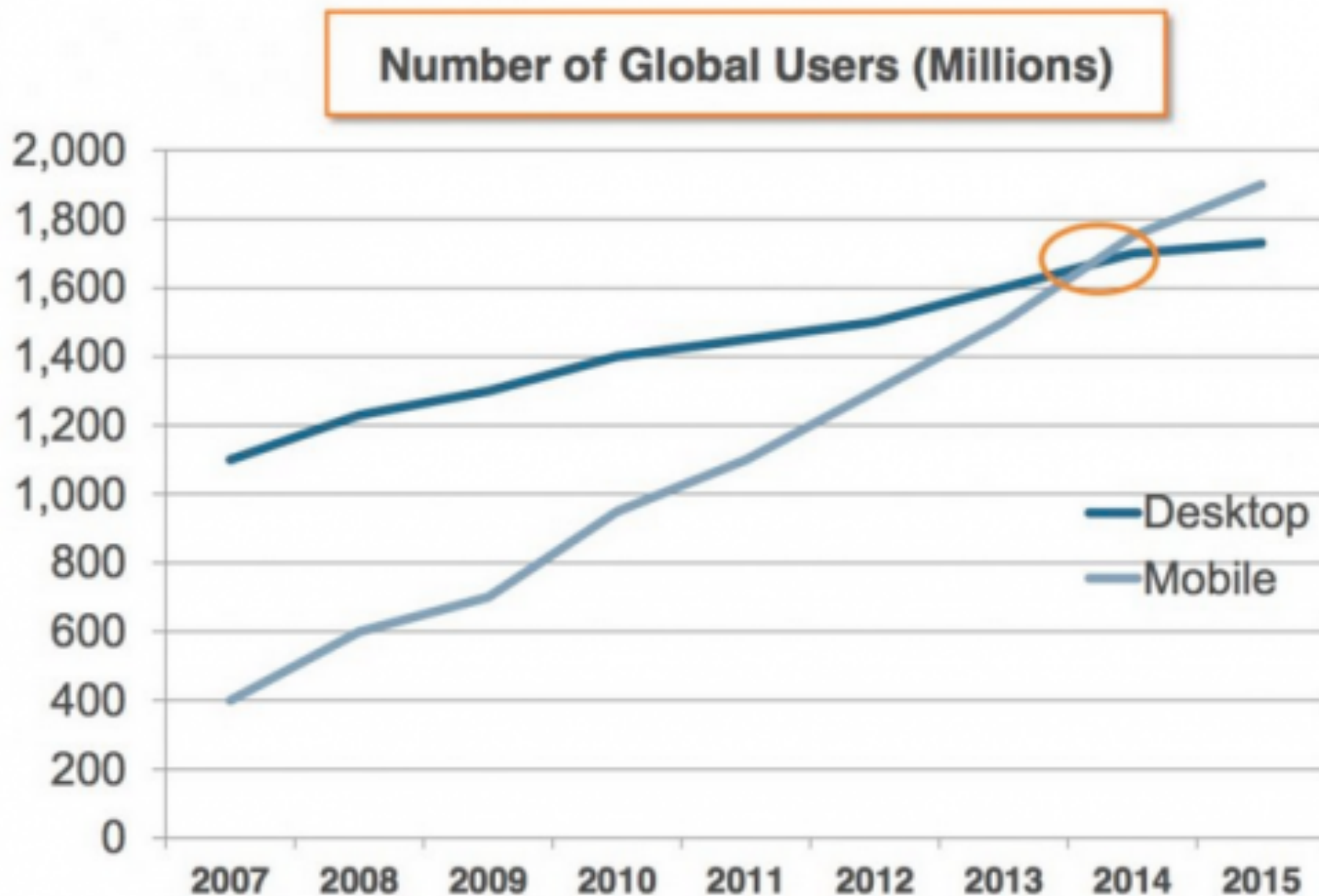
2 billion

mobile Internet users in 2016.



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

Mobile Has Surpassed Desktop



Source: Comscore

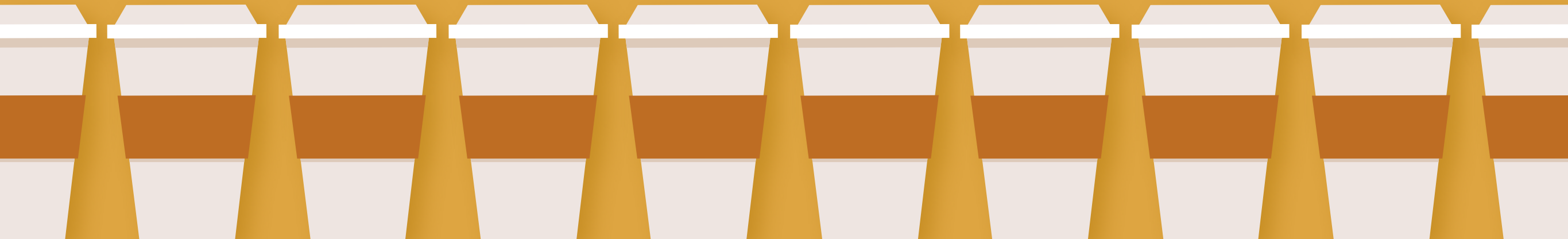


Time Pressured

Educated White Collar Workers

#1 Highest
time pressure

#1 Highest
work stress



Expectation of Transparency



51.9%

have ruled out a firm
before speaking with them.



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

80.8%

check out your **website.**



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

63.2[%]
search
your firm **online.**

vs.

62.4[%]
**ask friends or
colleagues**
if they've heard of
your firm.



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

59.9%

check you out on
social media.

vs.

55.5%

talk to a reference
provided by
your firm.



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



Expectation of Excellence

Expertise

#1

Criteria for Selecting a **New Firm.**

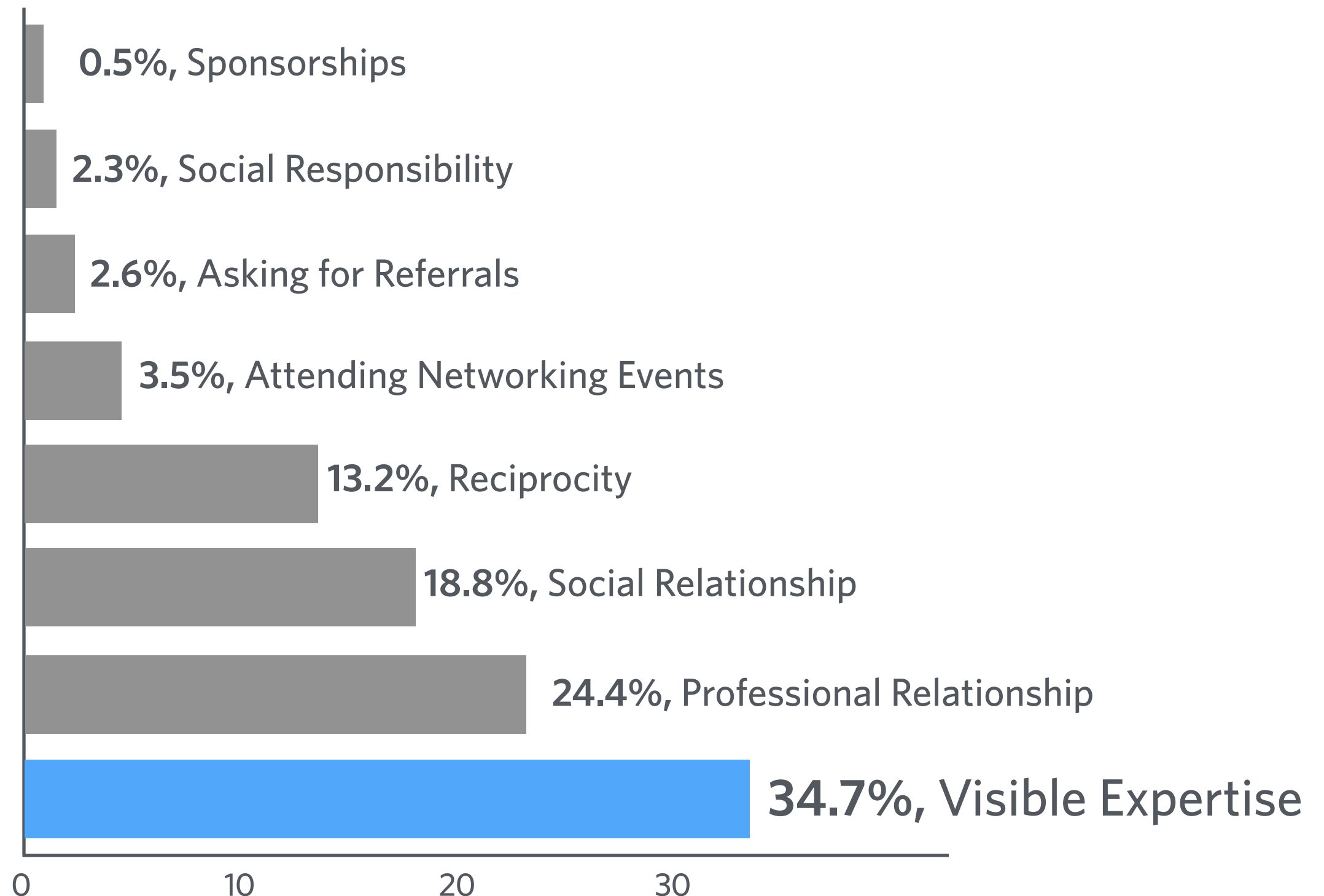


72%

Some **form of expertise** tipped the scale for the buyer.



Which factors increase the probability of referrals?



What Works Now

Selecting Which Techniques to Use

- Effective
- Address the full new business pipeline
- Dual purpose
- Good return on effort

What to Save Money On

Non-strategic sponsorship



Untargeted Networking



Meals and Entertainment



Most Advertising



Appointment Setting



What to Invest In

What to Invest In

- > Website
- > Guest posts/articles
- > Webinars
- > Research
- > Premium content
- > Social media
- > Search engine optimization
- > Video

Website

Uses

- > Makes expertise visible
- > Hub of marketing and business developme
- > Capture referrals
- > Capture new leads

Access

- > Open

Important Considerations

- > Clear messaging is critical
- > User experience is important
- > Responsive design
- > Security
- > Optimized for search engines (SEO)



SYMCO & CO.

Expertise

Services

Speaking

Resources

Blog

The Wealth Builder Effect

Phil Symchych takes you further, faster — from business growth to wealth accumulation.

LEARN HOW



Social media

Professional photography

Service pathways

Content offers

Search-engine-optimized text

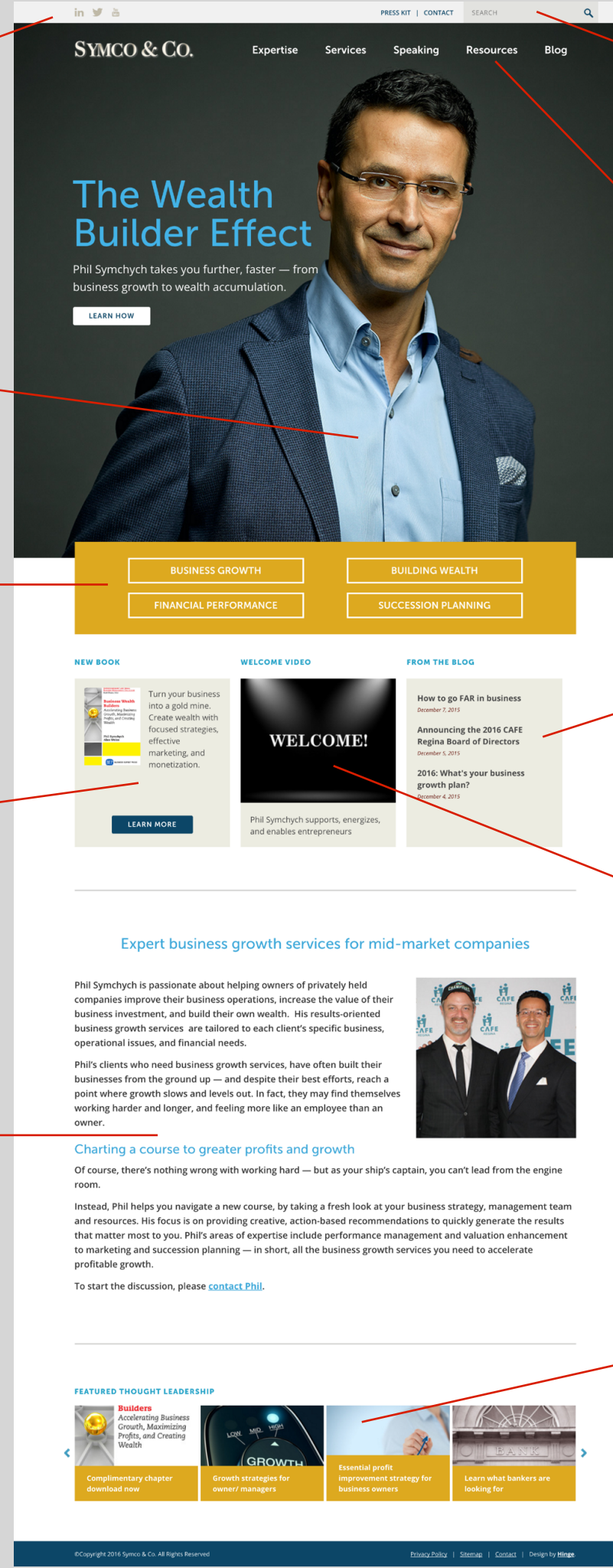
Convenient search

Content library

Blog feed

Overview video

Downloadable content



Built for the mobile web



Tablet

Desktop

Phone

Guest Blogs & Articles

Uses

- > Builds links for SEO
- > Builds visibility of your expertise
- > Attracts new audiences
- > Share 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



Webinars

Uses

- › Great way to communicate expertise
- › Can be recorded and offered as valuable content
- › Allows for interaction with Q&As
- › Has the impact of public speaking without the time commitments

Access

- › Requires registration

Important Considerations

- › Can reach audiences everywhere
- › Works best when there is a strong educational component
- › Great vehicle for marketing partnerships
- › Include offer at the end for deeper engagement



Research Reports

Uses

- › Great way to demonstrate your expertise
- › Can be offered as an incentive to turn visitors into leads
- › Great source for blog posts, articles, talks, etc.
- › Very shareable—great for public relations and social media
- › Some research deepens your understanding of the marketplace

Access

- › Requires registration

Important Considerations

- › Primary research is often required
- › Great opportunity to partner with a trade association
- › Can be one-time or recurring study
- › Should be of interest to your target audience
- › Emphasize interpretation and analysis, not just reporting



Premium Content

Uses

- Premium content to deepen engagement
- Can be offered as an incentive to turn visitors into leads
- Helps convey your expertise and qualify prospects

Access

- Requires registration

Important Considerations

- Can be assembled from related blog posts or articles
- Typical length: 20-30 pages
- Can include offers to further engagement
- Must be predominantly educational and non-promotional in nature
- Title is most important element
- Landing page can be SEO optimized (but content of guide does not need to be)
- Typically at the issue level



Social Media

Uses

- > Increases your visibility
- > Promotes your content and expertise
- > Builds trust
- > Helps you monitor your brand awareness
- > Influences SEO

Access

- > Open

Important Considerations

- > Will be encountering clients, potential clients, influencers and referral sources
- > People will be watching and listening even they don't interact with you
- > Do not overreact to criticism or questioning
- > Consistency is important in achieving results
- > Focus on education and sharing rather than self promotion



Search Engine Optimization

Uses

- > Attracts qualified web traffic
- > Increases visibility to new markets
- > Allows you to target specific audiences
- > Works 24/7/365

Access

- > n/a

Important Considerations

- > Consider your website's authority
- > Balance keyword difficulty, search volume and relevancy
- > Optimize your content with keywords
- > Build inbound links. Ensure that links pointing back to site are not spam/low quality.
- > Ensure blog posts titles are keyword optimized
- > Blog post should use keyword 2-3 times
- > Your website should be mobile friendly

Below are some recommended keywords for your content

Keyword	Search
acoustic simulator	720
reducing overhead costs	70
acoustic sound design	480
scholarships for musicians	260
acoustic design	880
music education programs	90
expense reduction	320
community center theater	720
community cultural development	90
acoustic consultants	320
acoustic consultant	590
electronic architecture	110
acoustic simulation	170
community culture	170
reduction	3,600
	140
	320

Video Case Stories

Uses

- > Describes a client engagement and its successful outcome
- > Use on website or include in qualifications/proposal package
- > Use on relevant industry or service pages of your website to demonstrate past performance

Access

- > Open

Important Considerations

- > Feature interviews with your client to tell your story—this is more powerful than you telling it yourself
- > Aim for relatively high production values
- > Target length: 1 to 2 minutes

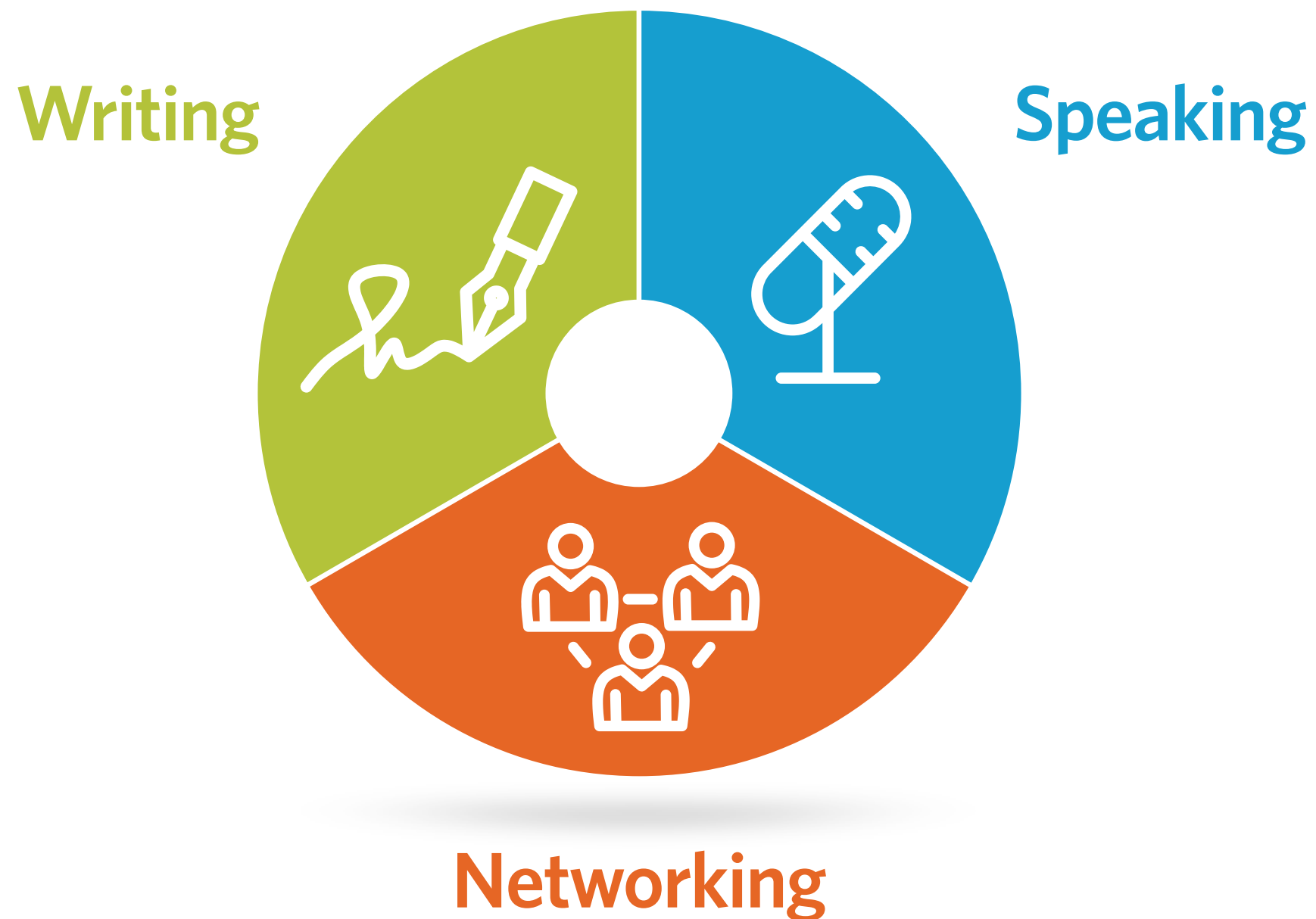


Building Your Strategy

Integrated Marketing—The High-Growth Way



Three Pillars of Professional Services Marketing



Engagement at Every Buying Stage

Attract Prospects

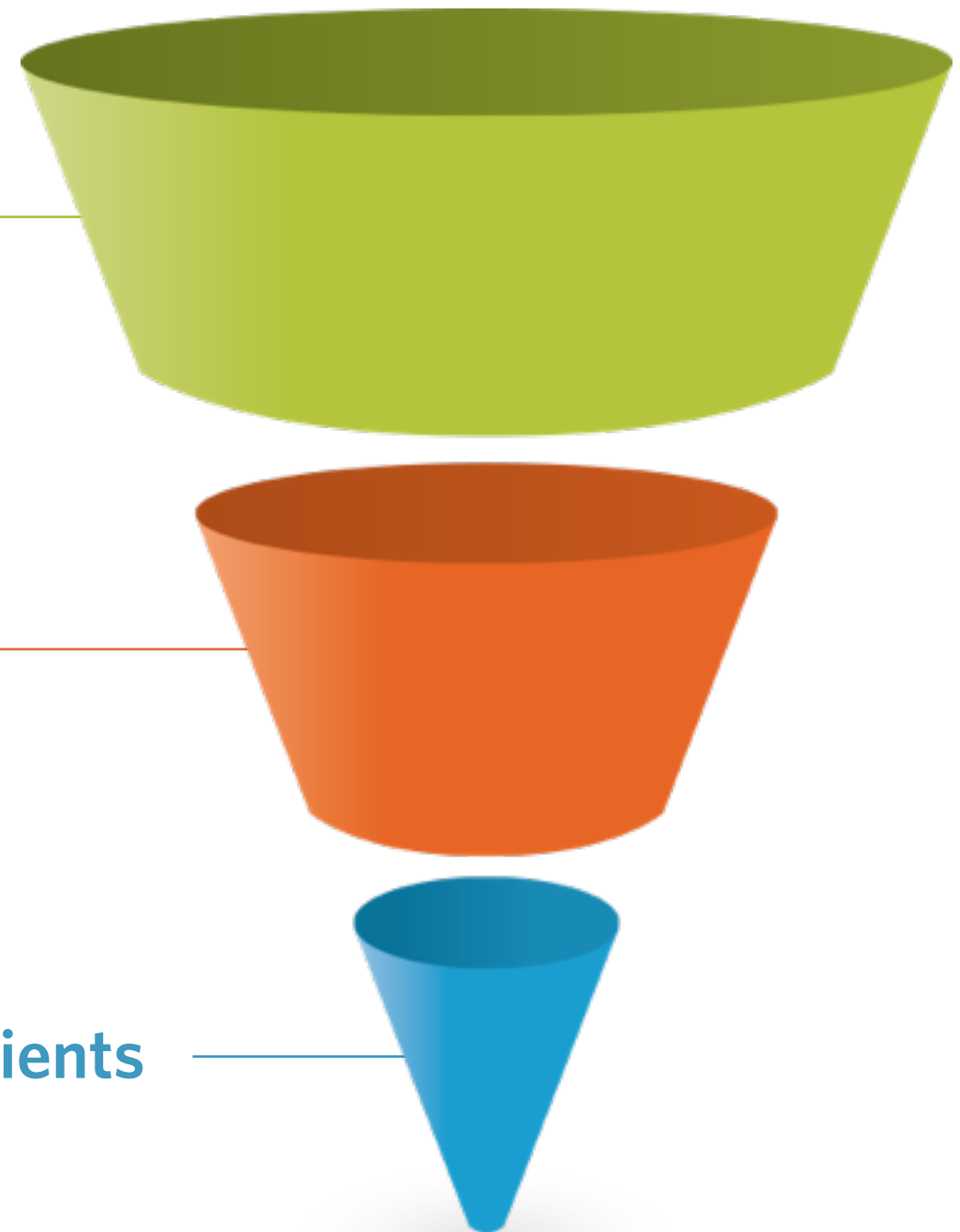
Blogging
Articles
Video Blogging
Books and eBooks
Speaking Events
Social Media

Build Engagement

Webinars
Guides
White Papers
Email Marketing
Ebooks

Turn Opportunities into Clients

Assessments
Demos
Consultations



How Hinge Can Help

Free Marketing and Planning Review:

- > We'll review your current marketing approach and areas for improvement
- > Improving your mix of online and offline marketing activities
- > How to make your strategic planning retreat more productive
- > Metrics that matter
- > And more!



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

703 391 8870

For webinar registrants only!

Thank you! Questions?

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Thank You

