



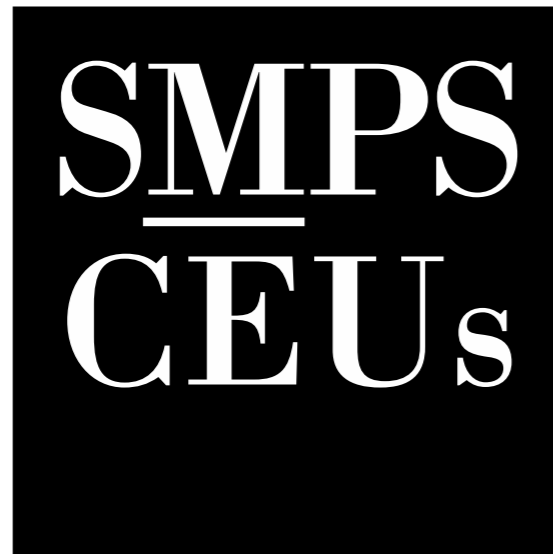
How to Build the Marketing Department of Tomorrow & Future-Proof Your Firm

Presented by Karl Feldman



SMPS CEUs

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Presenter

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Agenda

- Why Building Your Marketing Department Matters
- 5 Keys to Future-Proofing Your Firm
- Key Takeaways



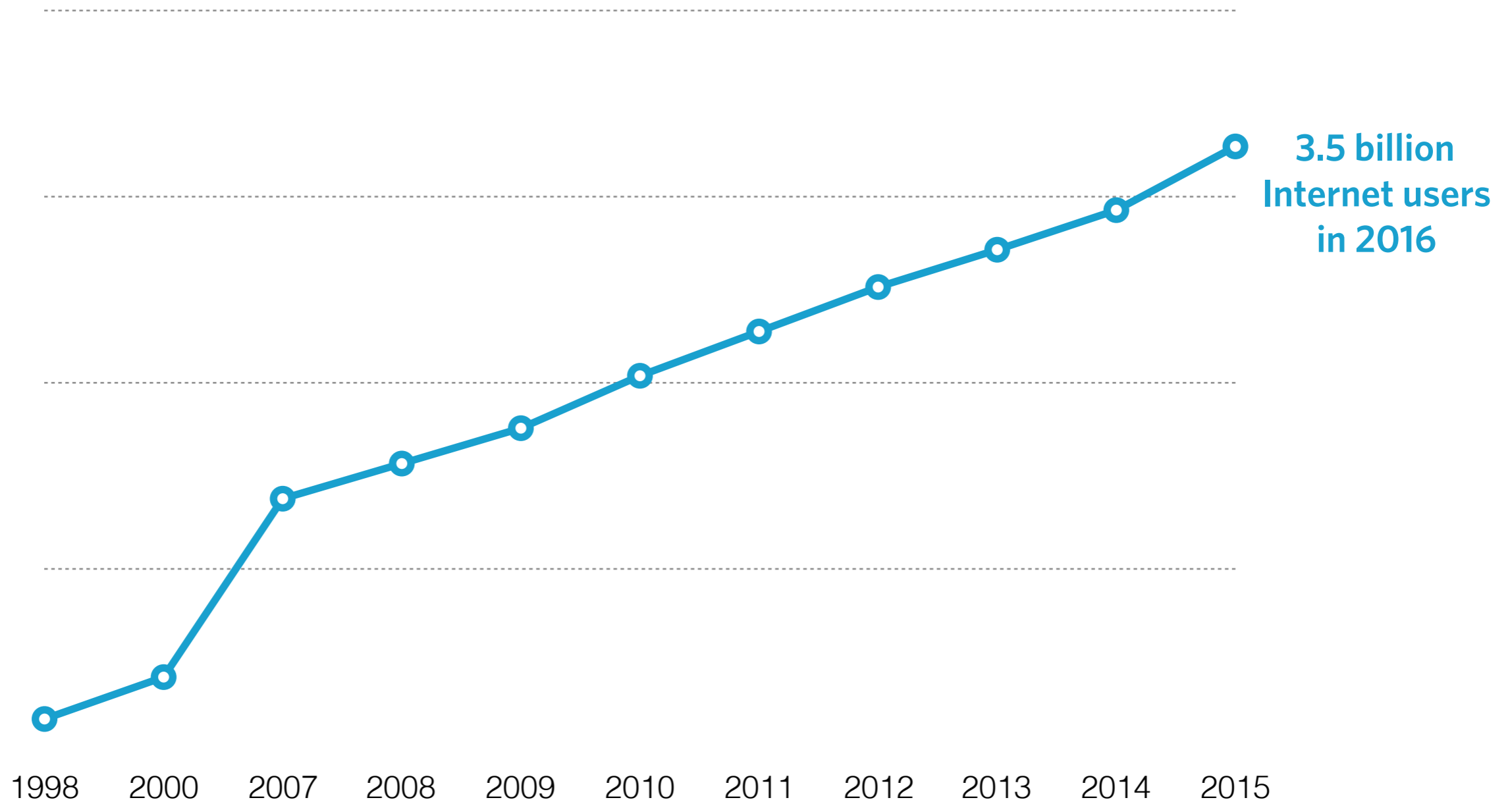
Once upon a time...



Digital Natives



Internet Users Are Climbing

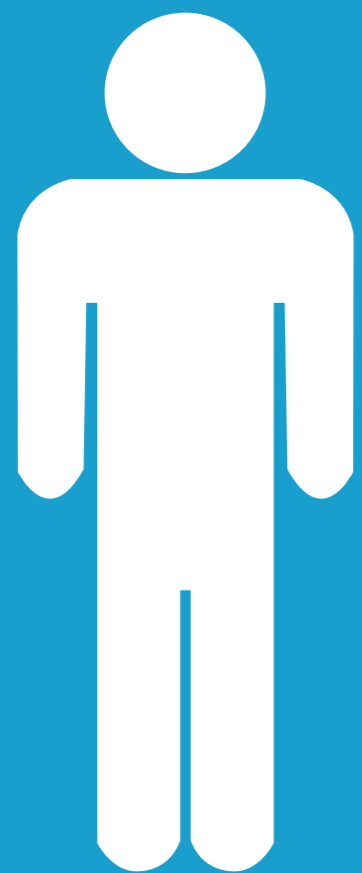


87%

of the US population
are already online.



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

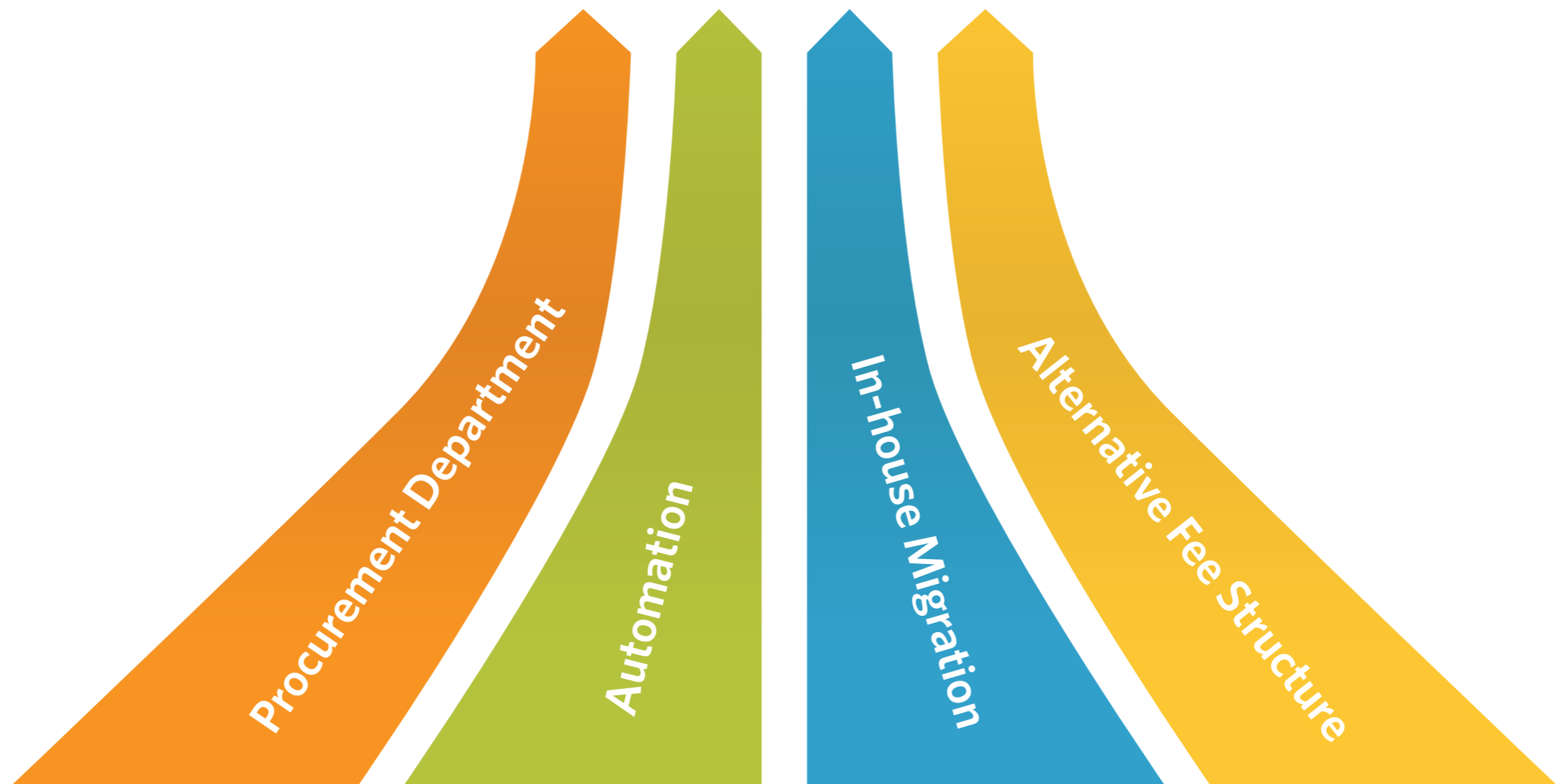


In **8 years,**
millennials will comprise
75%
of the workforce.

A woman with dark, curly hair is sitting at a wooden desk, looking distressed. She has her hands pressed against her forehead, suggesting stress or frustration. In front of her is a laptop and several sheets of paper. The scene is dimly lit, with a blue tint, and a window with blinds is visible in the background.

Budget Pressure

GREATER VALUE





Time Pressured

Educated White Collar Workers

#1 Highest
time pressure

#1 Highest
work stress



Expectation of Transparency





Source: Referral Marketing for Professional Services Firms Research Report

80.8%

check out your **website.**



Source: *Visible Experts®: 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.

59.9%

check you out on
social media.

vs.

55.5%

talk to a reference
provided by
your firm.

A blue-tinted photograph of three arrows hitting the bullseye of a target. The target is on the right side of the frame, and the arrows are positioned horizontally, pointing towards it. The background is a solid blue color.

Expectation of Perfect Fit

Expertise

#1

Criteria for Selecting a **New Firm.**



72%

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



Keys to Future-Proofing Your Firm

1.

The right expectation and support



What You Should Expect From Your Marketing Department

1. An understanding of your target marketing and competitors.
2. A strategy to drive growth and profitability.
3. Which services to offer and how to price them.
4. A stead flow of new leads and opportunities.
5. The ability to monitor and optimize implementation.

What Marketing Needs to Deliver

1. **Talented people**

In house vs. Shared vs. Outsources

2. **Adequate resources**

Underfunding = Disappointing Results

3. **A seat at the decision maker's table**

No voice = Risky Decisions

4. **Patience and cooperation**

All functions need cooperation, support and a bit of patience.

2.

Marketing as a team sport



Marketing as a Team Sport



What Skills Are Needed for Success

- > Journalists/Writers
- > Outreach Specialists
- > Marketing Strategists
- > Data Analysts
- > Graphic Designers
- > Implementation Support
- > SEO Experts
- > Social Media Specialists
- > PR Professionals

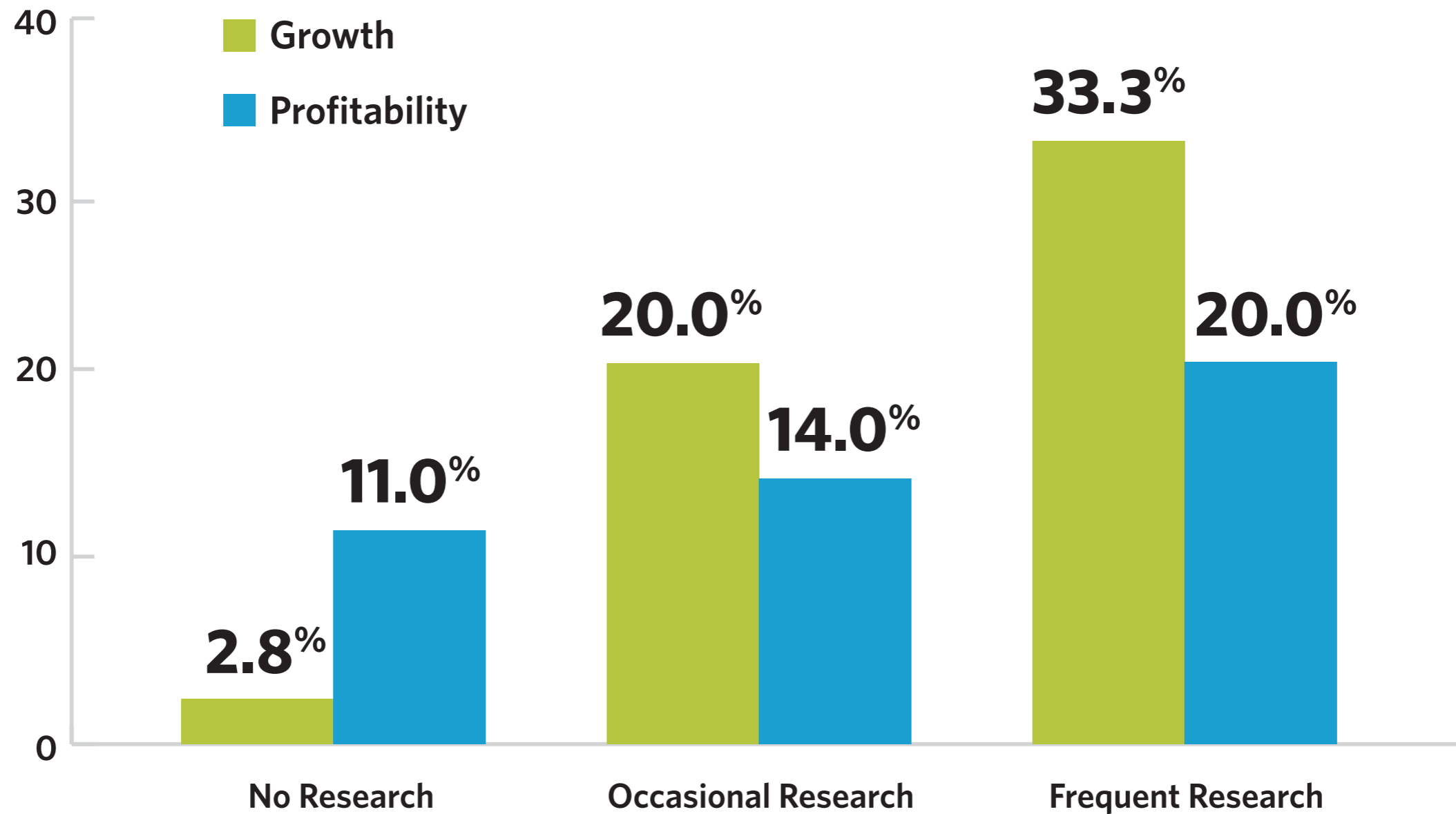


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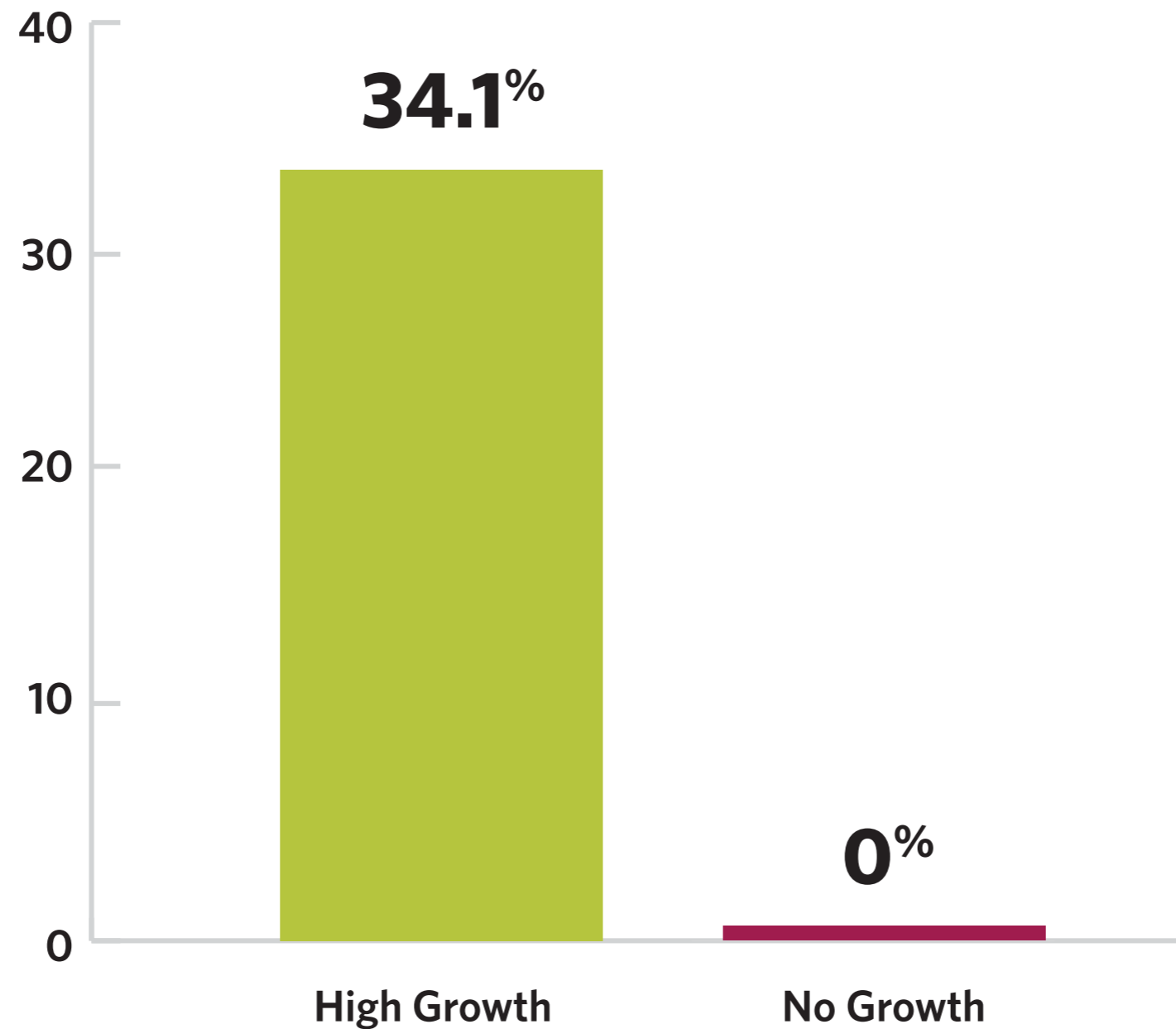
Continuous research on your
target audience



Impact of Research on Growth and Profitability



Frequent Research (at least quarterly)

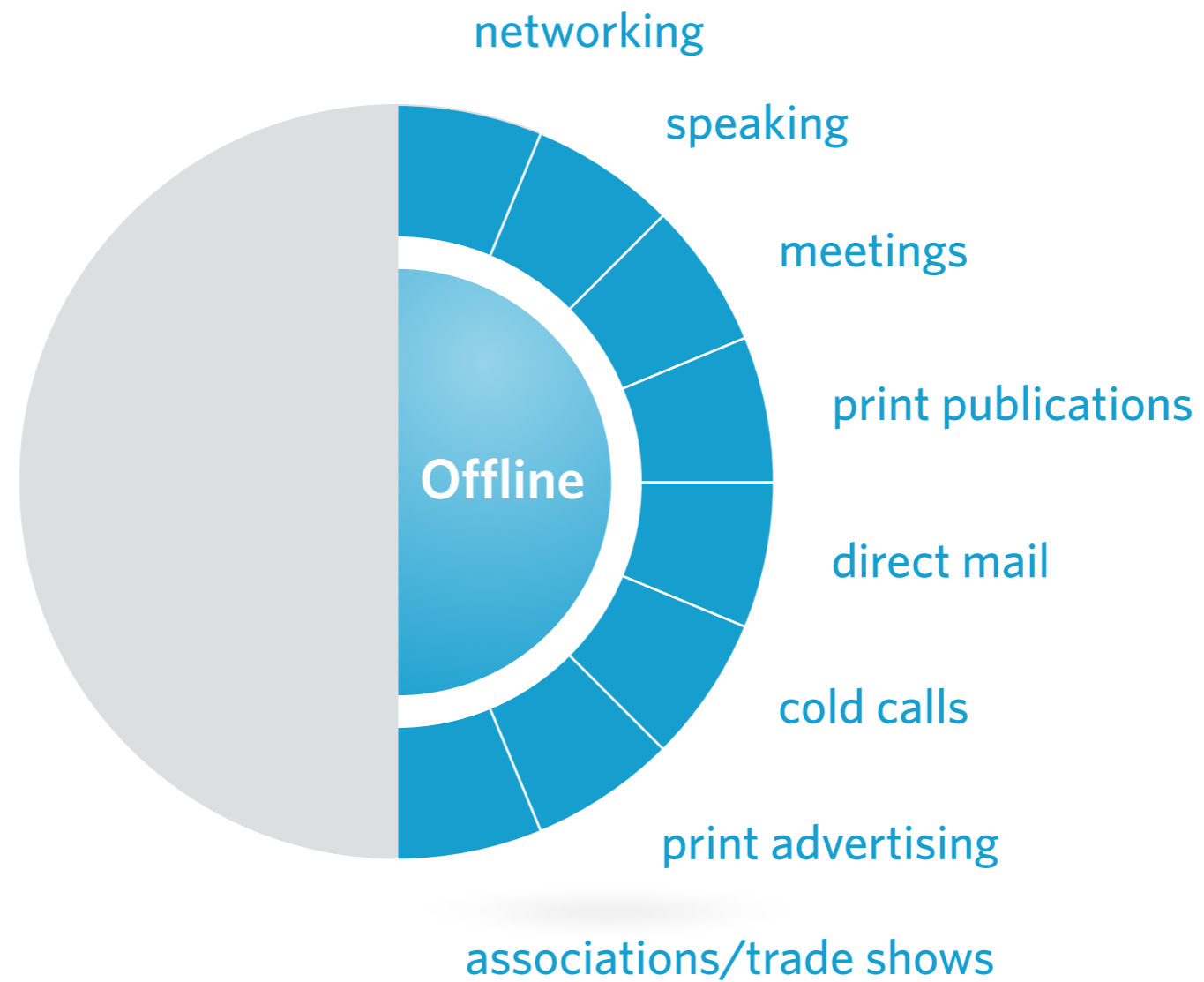


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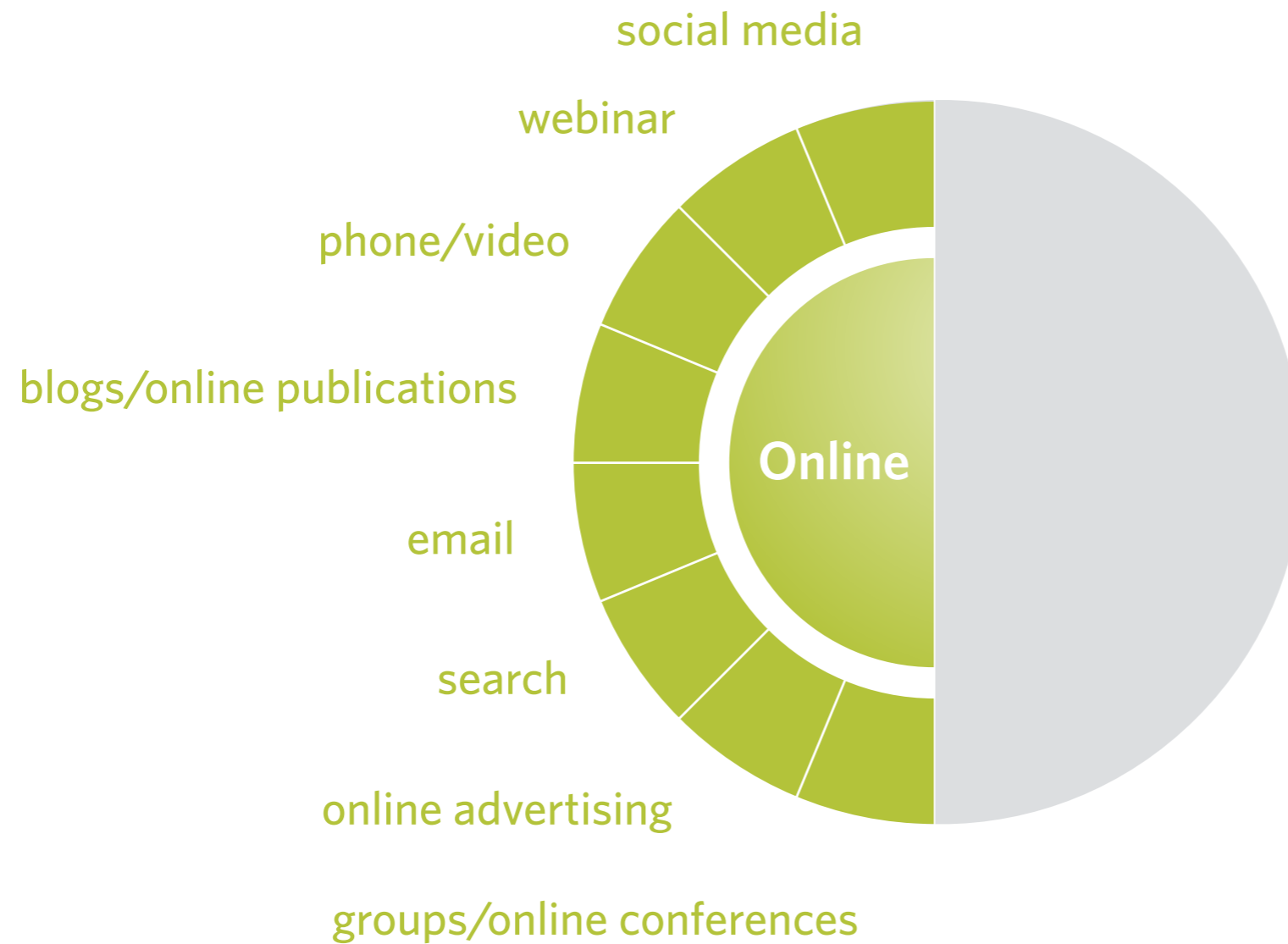
A flexible marketing mix



Marketing – 1990



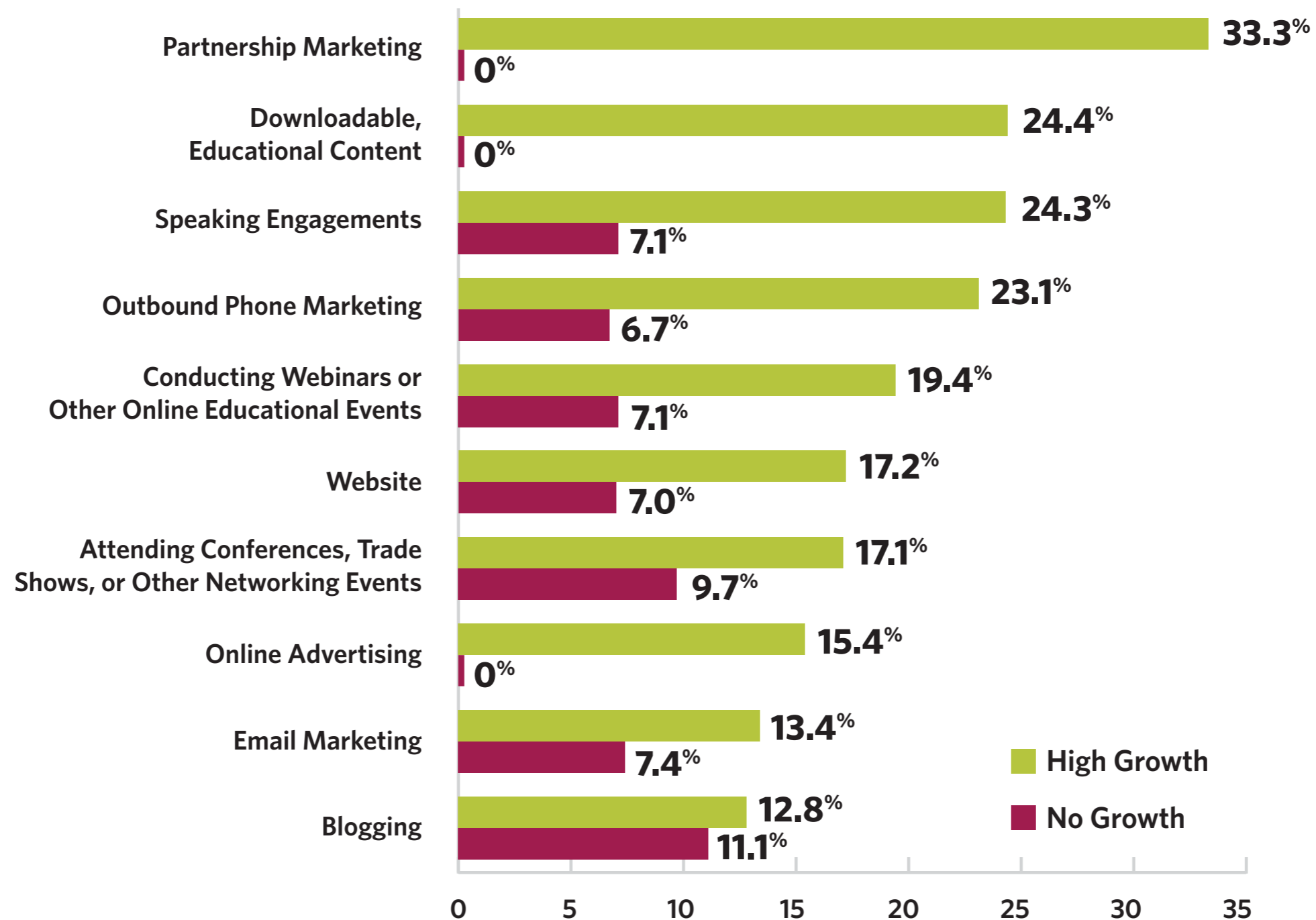
Marketing - 2010



Integrated Marketing – 2017



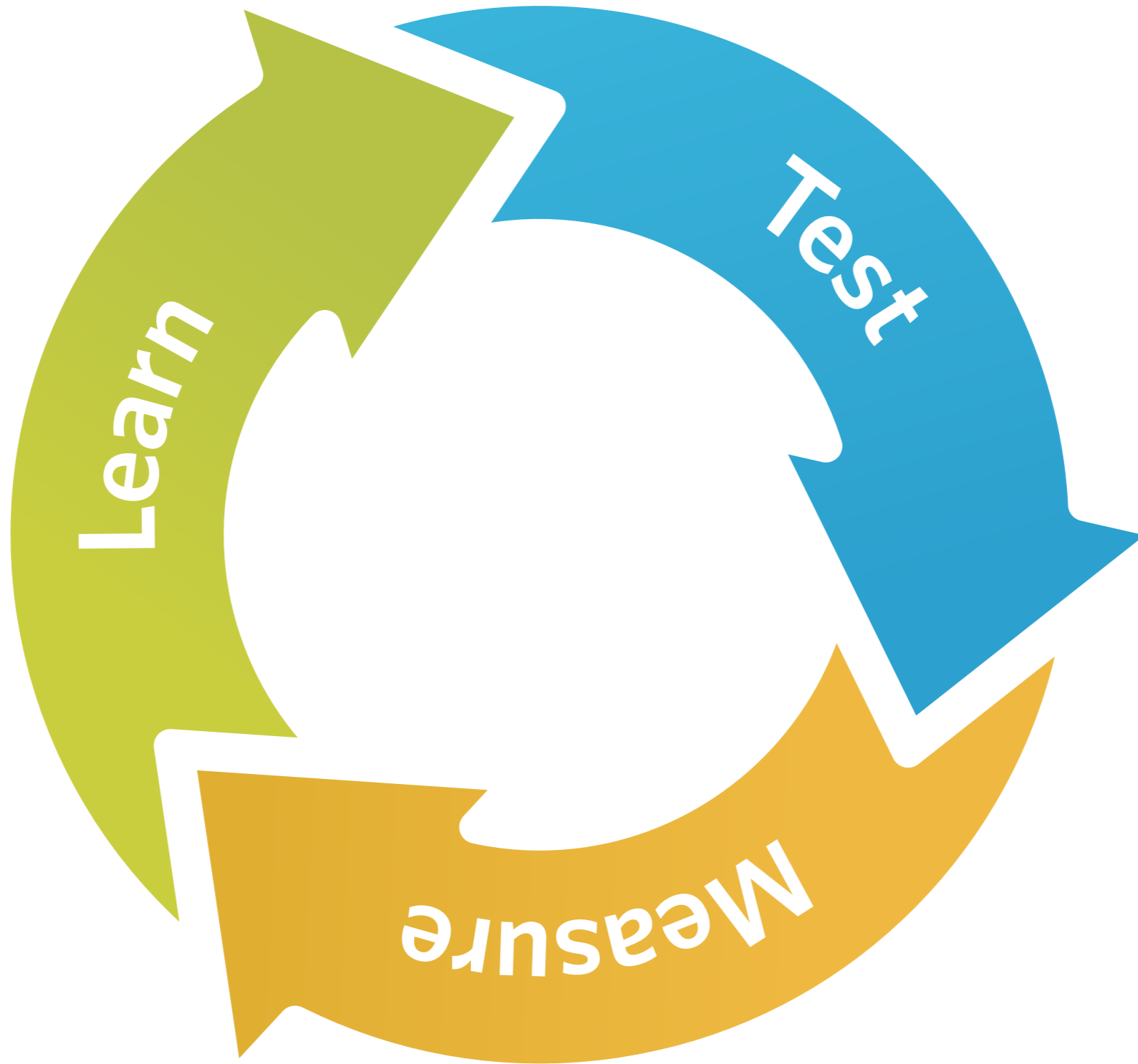
Techniques with Greatest Marketing Impact



5.

Test - Measure - Learn Cycle





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

- > Number
- > Quality

Impact Metrics

Inbound leads

- > Form fills
- > Phone/email

Opportunities (CRM)

- > Quantity

Proposals

- > Number
- > Cumulative value \$

Wins

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

Firm growth

- > Revenue

Firm profitability

- > % Revenue

5 Keys to Future-Proofing Your Firm

1. The right expectation and support
2. Marketing as a team sport
3. Continuous research on your target audience
4. A flexible marketing mix
5. Test - Measure - Learn Cycle

How Hinge Can Help

Free Marketing Planning Review:

- > We'll review your current marketing approach and areas for improvement
- > Improving your mix of online and offline marketing activities
- > Skills needed to deliver on a balanced plan
- > Metrics that matter
- > And more!



**Respond to follow-up
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For webinar registrants only!

Thank you! Questions?

Karl Feldman

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Thank You

