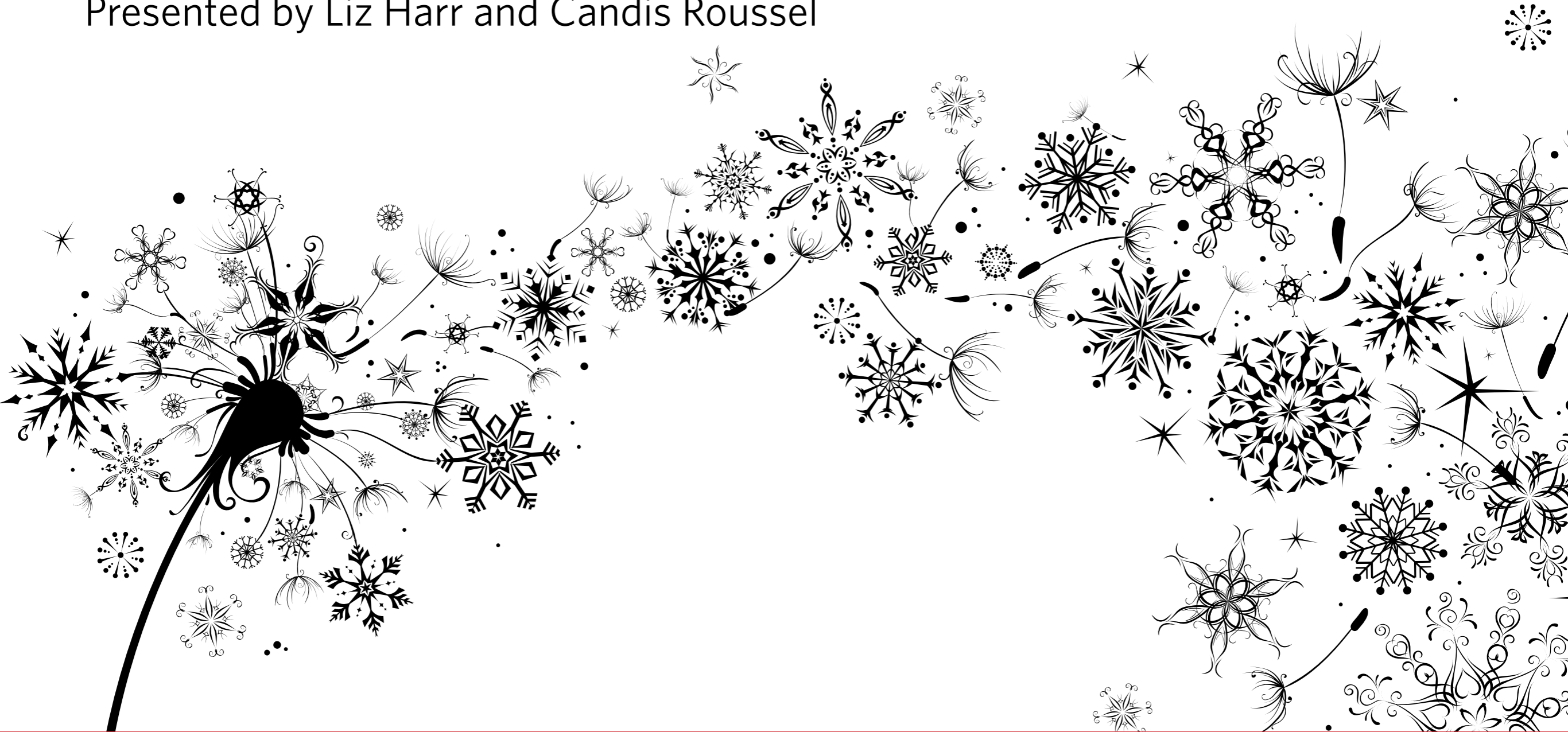


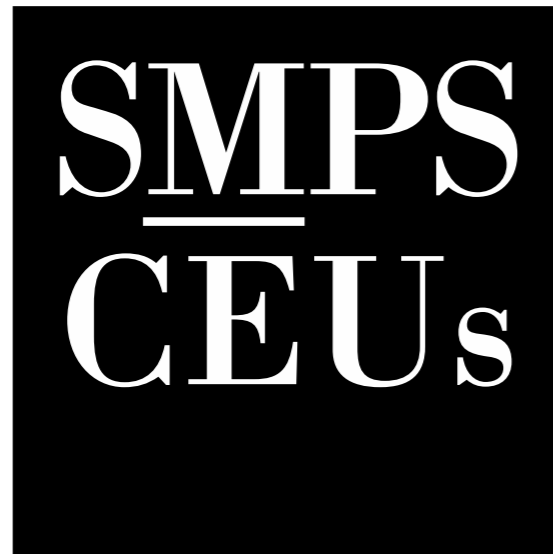
Rebranding Strategies that Win New Business

Presented by Liz Harr and Candis Roussel



SMPS CEUs

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



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Subject Line: SMPS CEUs webinar credit

4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS

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Agenda

- › How your brand can help win new business
- › Knowing when it's time to rebrand
- › Essential strategies to consider in a rebrand
- › How to measure and optimize your brand



How your brand can help win new business



Common Misconceptions

- > Your brand is not your firm's name.
- > Your brand is not your logo or tagline.
- > Your brand is not your website or marketing collateral.
- > Your brand is not your mission statement.
- > Your brand is not your advertising.



What's a "brand" anyway?

Brand = Reputation x Visibility

Your Brand Helps Build Trust



It Demonstrates Expertise





It Allows Prospects to Sample
Your Thinking and Approach

It Improves Search Engine Optimization



It Helps Qualify and Nurture Leads



It's Less Expensive Than
Traditional Outbound Marketing



It Works Around the Clock
and Around the Globe

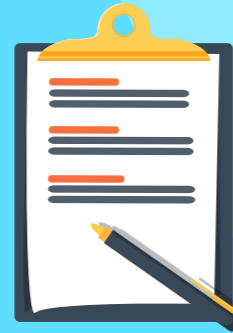


It Drives Growth and Profitability

Video



Content



Social Media



SEO



EMAIL



Chat





Knowing when it's time to rebrand



Top Ten Indicators That It's Time to Rebrand

- ① Your firm's visual **brand looks dated**
- ② Your firm is getting **fewer leads** than in the past
- ③ Your firm's **growth has slowed** or stopped
- ④ Your firm is **losing** a high percentage of bid situations
- ⑤ **New competitors** have entered your firm's market

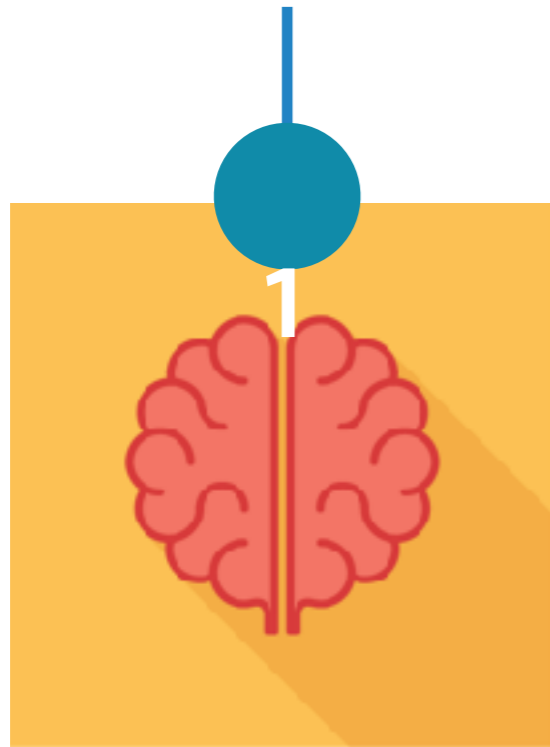
Top Ten Indicators That It's Time to Rebrand

- ⑥ Your firm's target **clients have changed** significantly
- ⑦ Your firm is entering a **new market or introducing new services**
- ⑧ Your firm is struggling to **attract top talent**
- ⑨ Your firm struggles to describe your **differentiators**
- ⑩ Your firm wants to reach the **next level**

Essential strategies to consider in a rebrand



Phase 1. The Strategy



Phase 3. The Rollout



Phase 2. The Build

Finally, implement, track, and adjust

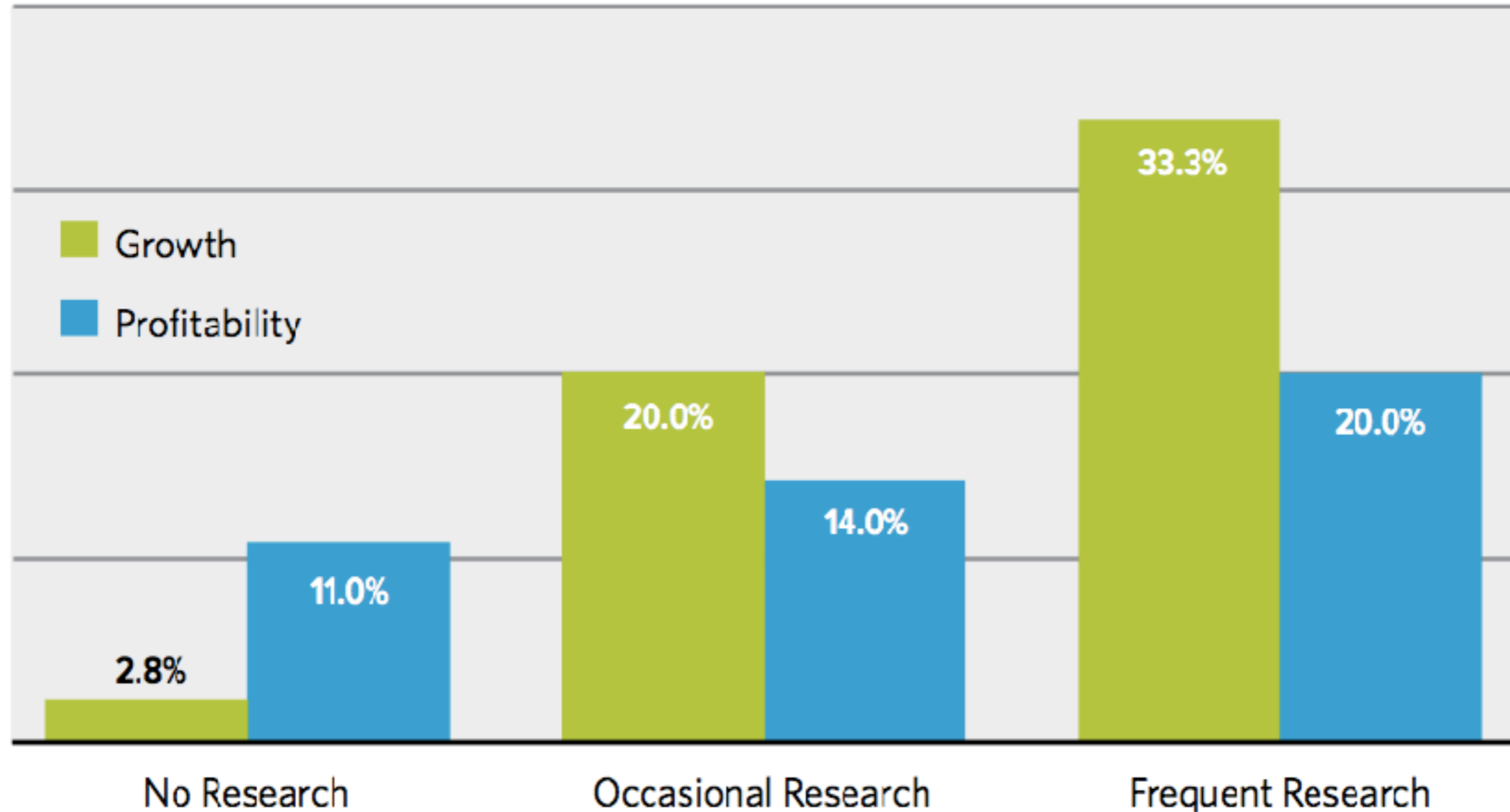
Phase 1: Get the strategy right





Research answers the questions that can
drive your business forward — or hold it back.

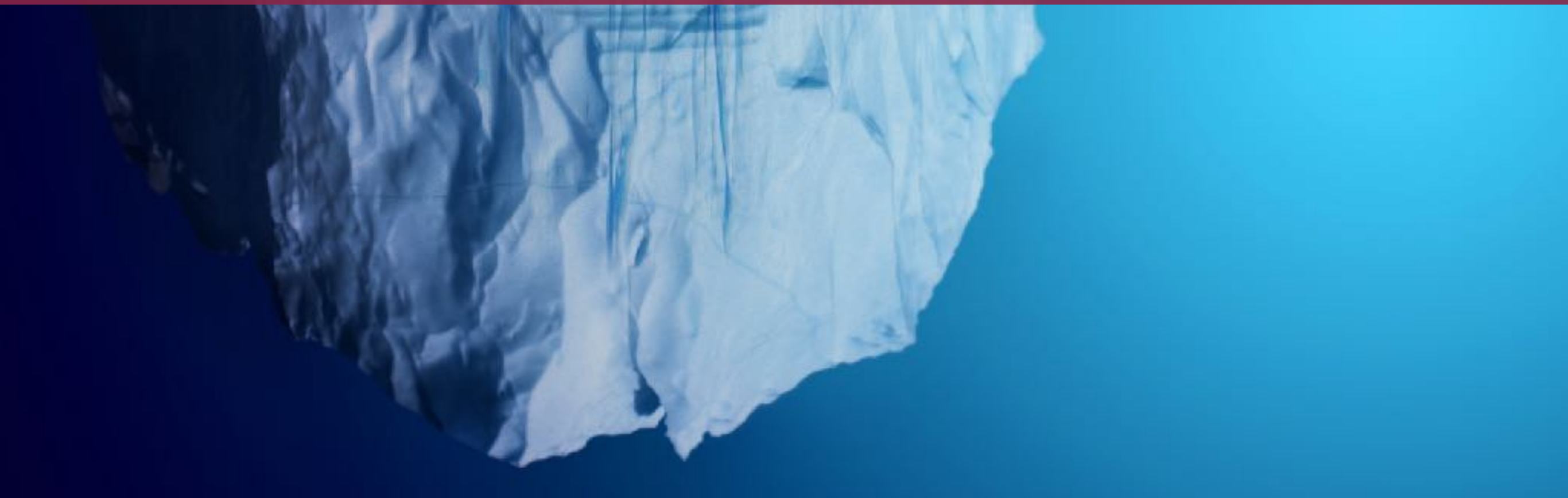
Impact of Research on Growth and Profitability



*Research reduces risk —
it allows for a better understanding of
target audiences.*

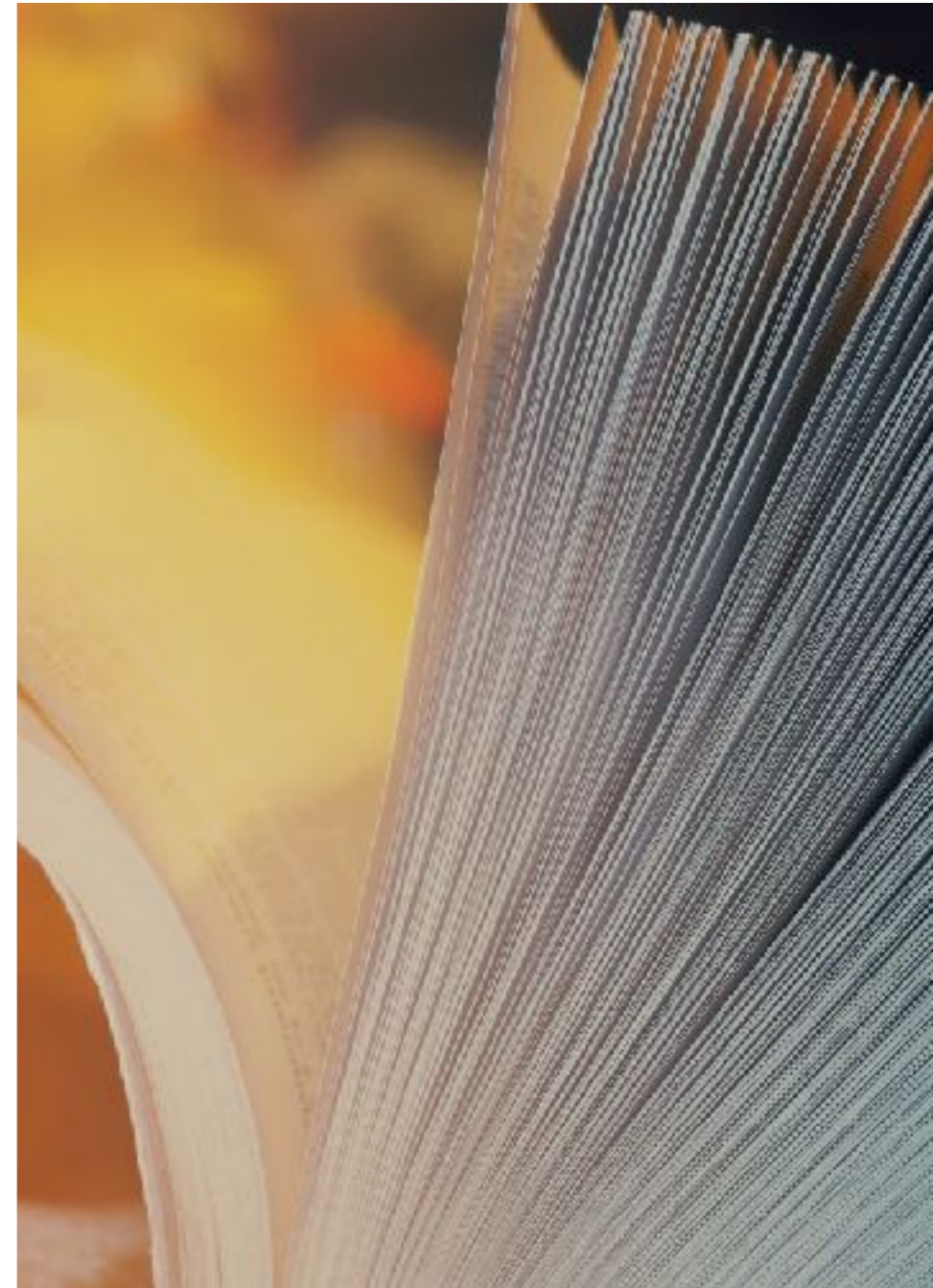


Perception vs. Reality



Benefits of Research

- › Better understanding of your target audiences
- › Identification of a true competitive advantage
- › Alignment of YOUR voice to THEIR key issues
- › Focused efforts



Outcomes from Research

- › Clear targets
- › Differentiators
- › Positioning and expertise issues
- › Techniques you will use and how often
- › Tracking methods

High growth firms are

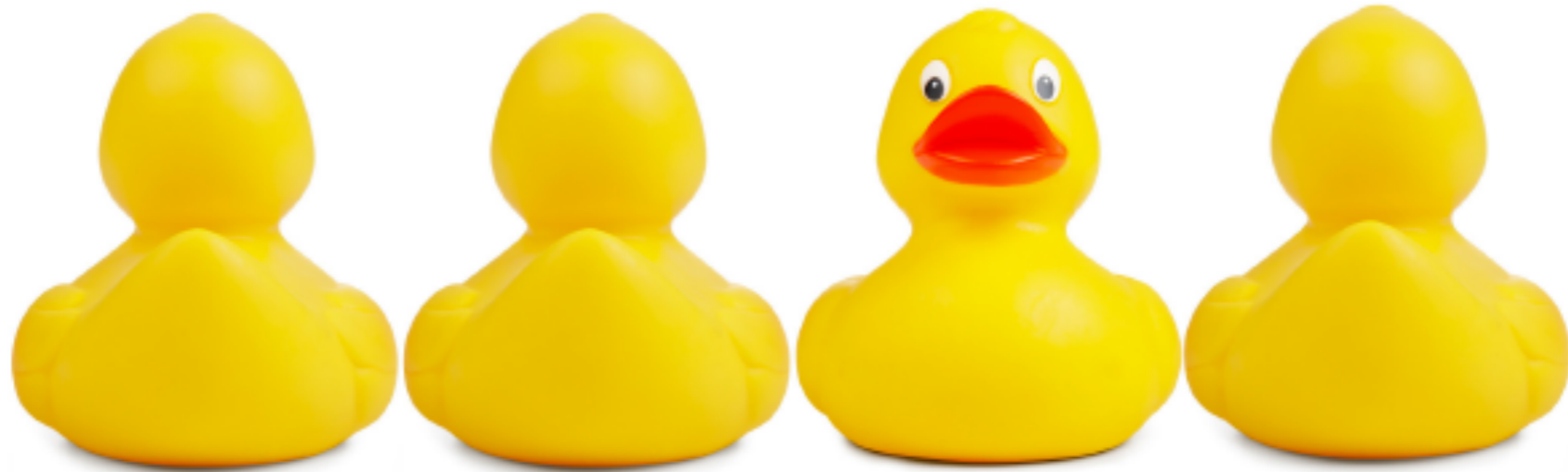
3X

more likely to have a
strong differentiator.

The Making of Good Differentiators



What is a differentiator?



A differentiator is something that makes your firm *meaningfully better than* other firms for target clients.



***Differentiators are
easy-to-understand ideas
that set you apart in a meaningful way
from your competitors.***

Evaluate Differentiators

Differentiators must be:

- > True
- > Provable
- > Relevant



Examples of Weak Differentiators

- > We have great people
- > We have a proprietary process
- > We put the client first
- > We always strive for excellence
- > We have a passion for service
- > We are a trusted advisor



Examples of Strong Differentiators

- > We work exclusively in litigation support
- > We specialize in the restaurant industry
- > We are a top 100 government contracting firm
- > We specialize in restructuring and turnarounds
- > We work exclusively with Fortune 50 firms



**What is
Important to
Your Clients?**

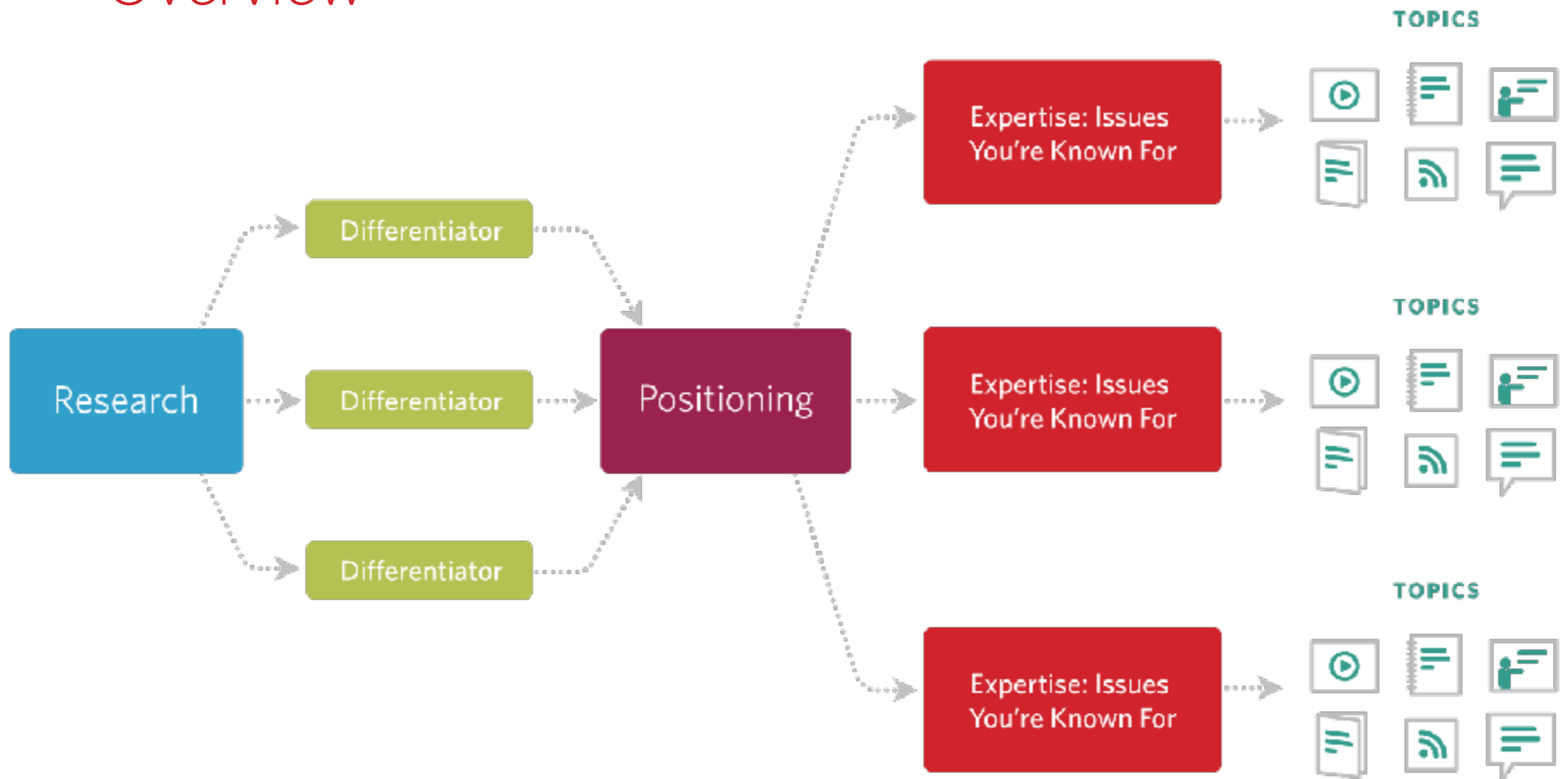
**What
Services Are
Important to
Your Firm?**

***Focus on
These Issues***

Position your firm in the marketplace



Overview



Phase 2: Build the brand



Tools to Communicate Your Brand



★ Website

- > Marketing materials
- > Firm overview video
- > Case studies

★ Expertise Marketing

- > Identity
- > Social media profiles
- > Email campaign

★ Social Media

Website



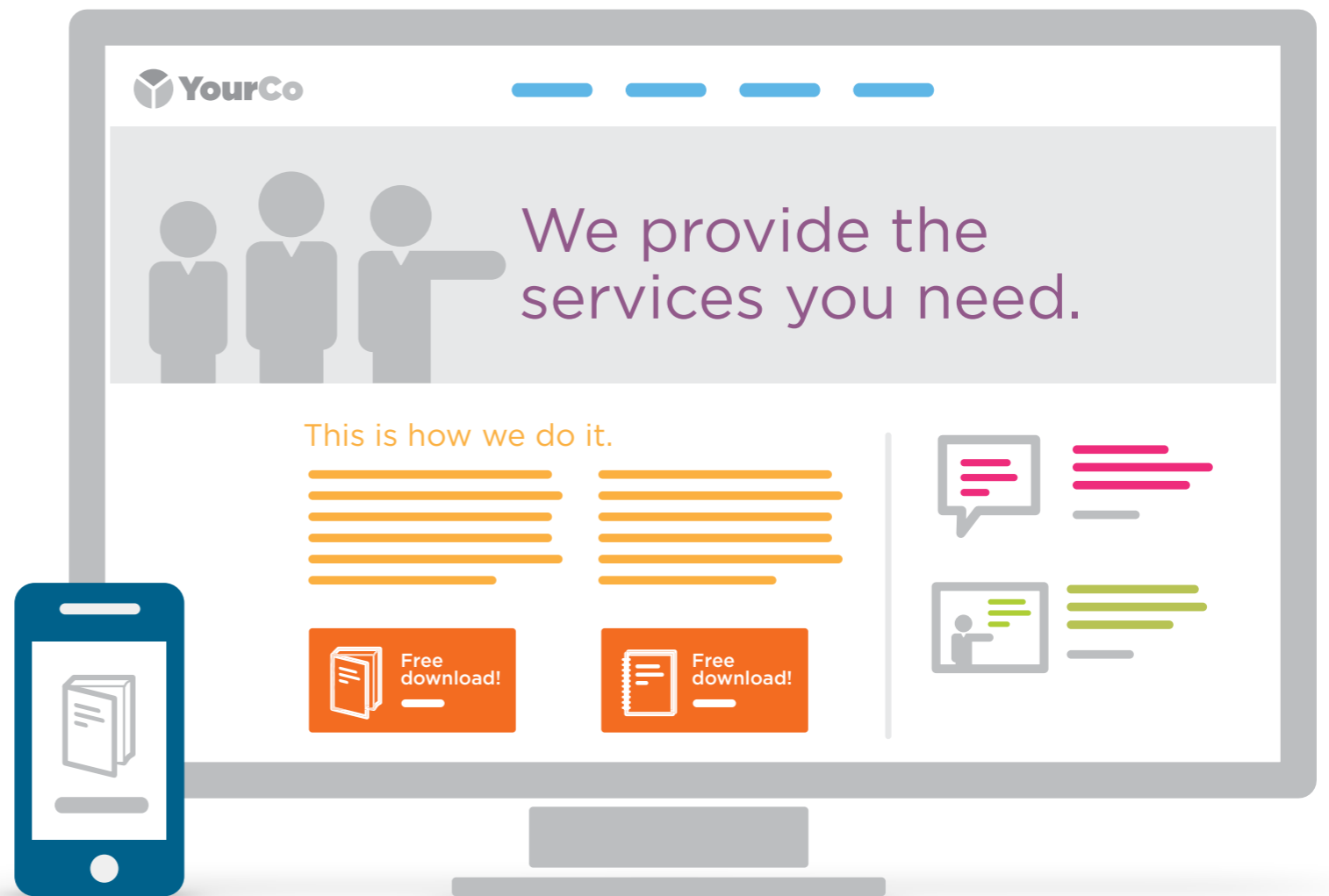
29.6%

of professional services buyers have ruled out a firm because of an **unimpressive website.**



Your Website — Brings Your Brand to Life

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



43.6%

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



Expertise



Expertise

#1

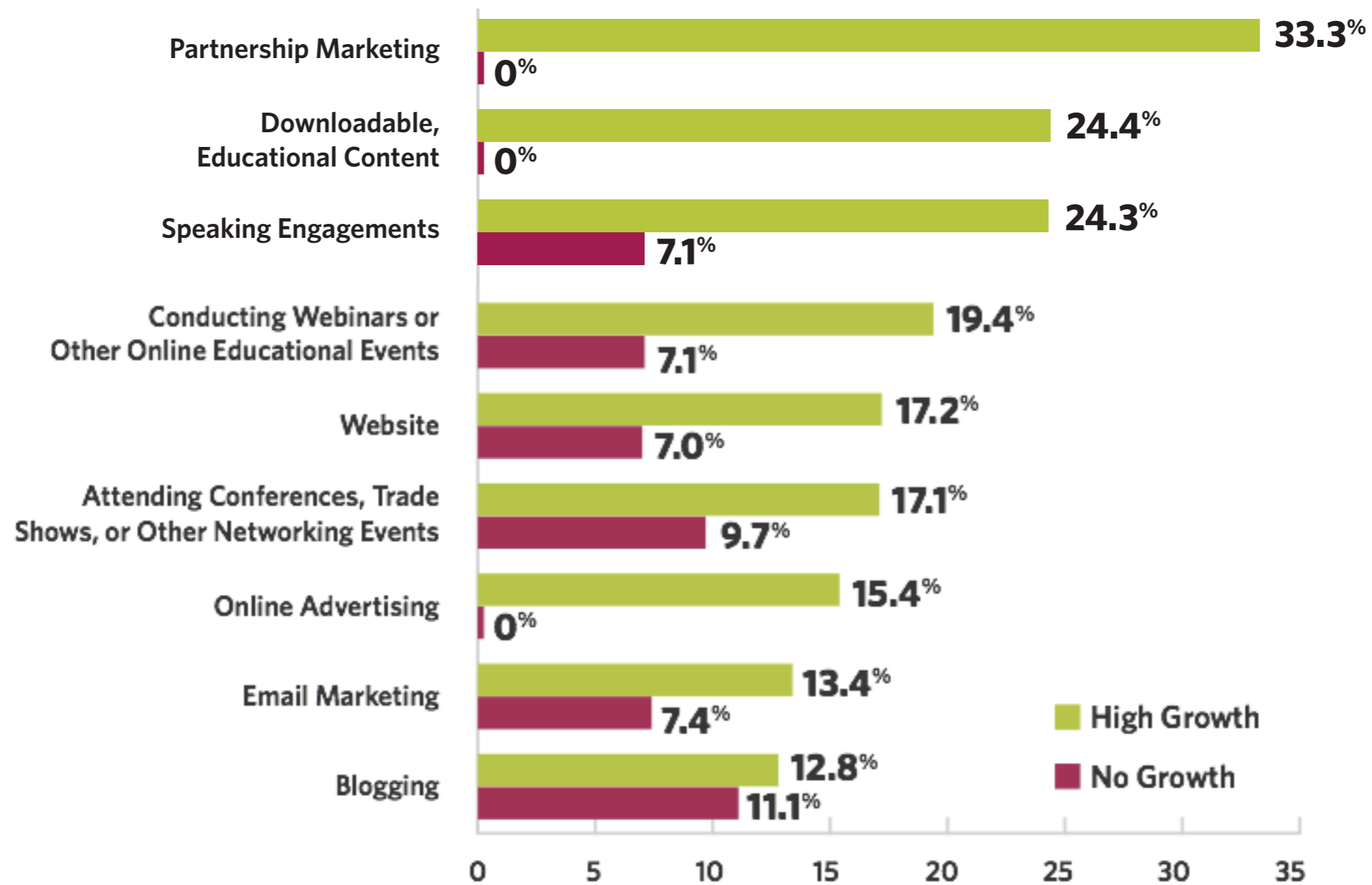
Criteria for Selecting a **New Firm.**



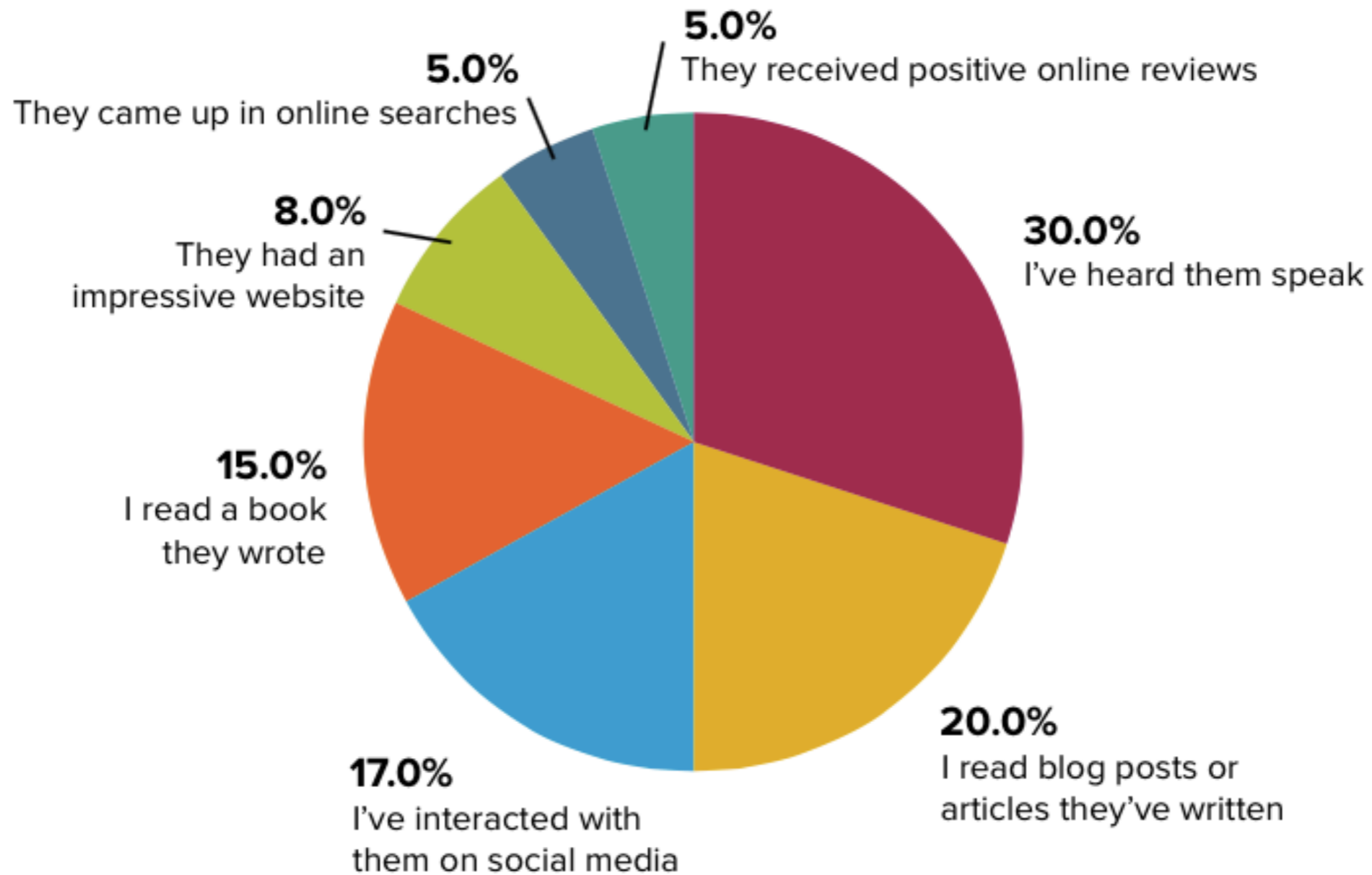


Expertise is Invisible

Techniques with Greatest Marketing Impact



How Do They Learn About Your Expertise?



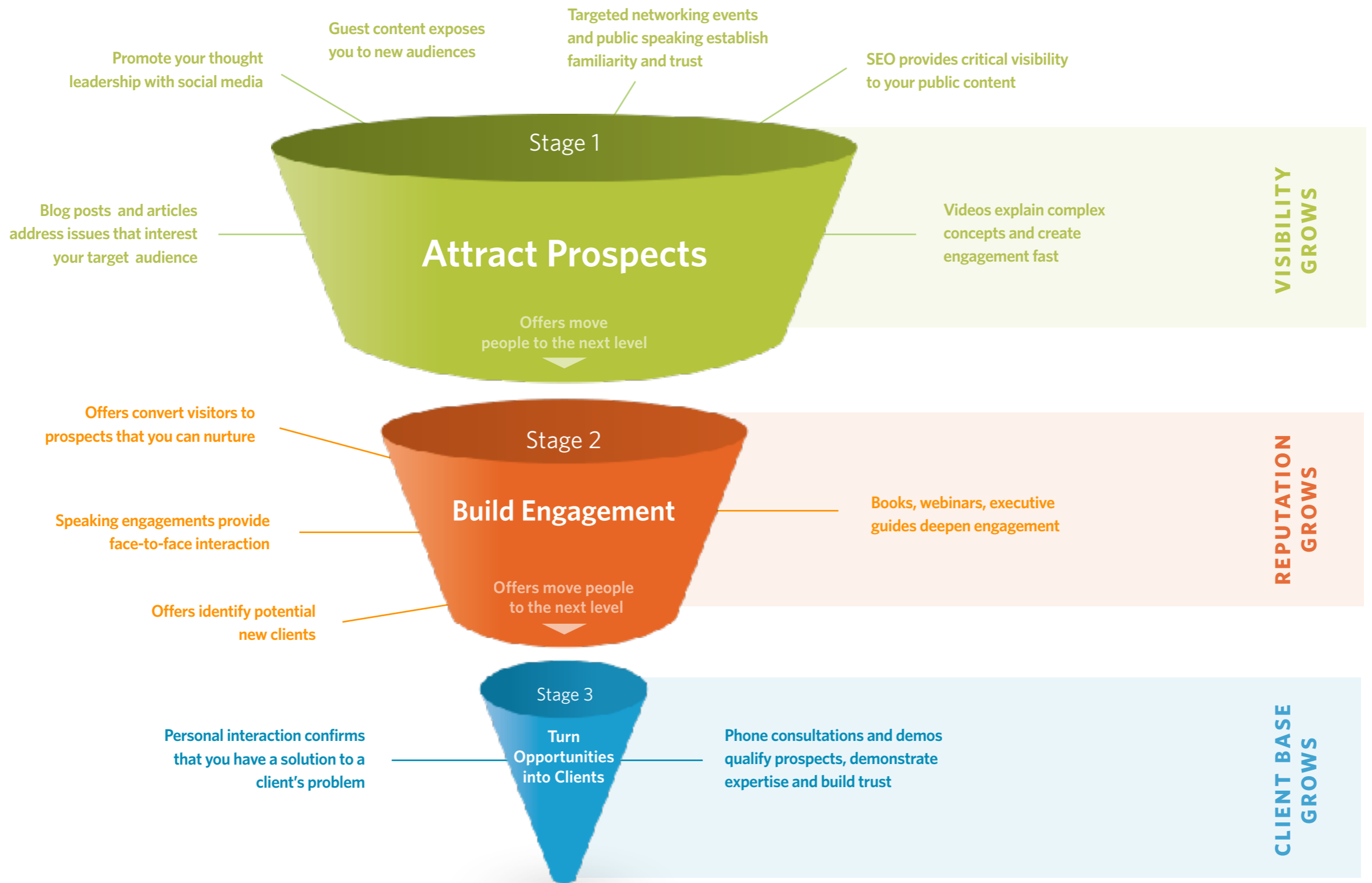
Source: *Referral Marketing for Professional Services Firms*

23.5%

rule out firms because
of ***poor quality content.***



Map Content to the Client's Journey



Social Media



59.9%

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



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

17.0%

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



Source: *Referral Marketing for Professional Services Firms*

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*

Reasons WHY Social Media

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





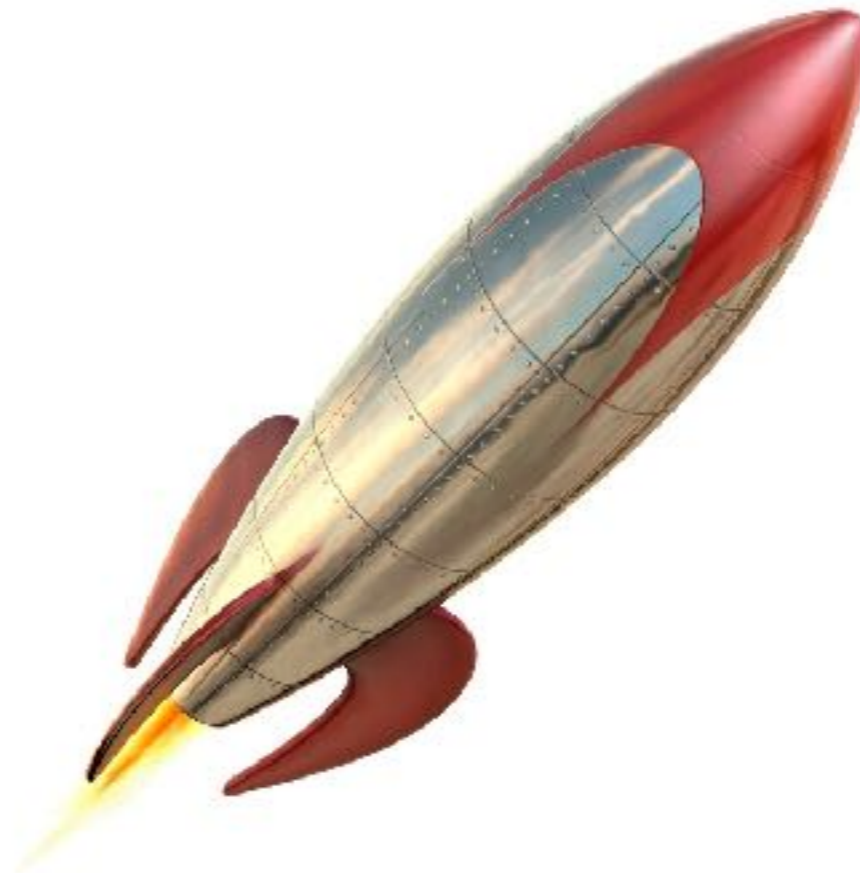
By 2020, LinkedIn will have an
expected 500 million users

Phase 3: Roll out the brand



Brand Rollout

- > Internal launch: answer the WHY
- > Public launch: answer the HOW



How to measure and optimize your brand



What drives brand success?

- > A well-defined target audience
- > Relevance to the success of the target audience
- > A premium position
- > An excellent reputation
- > High Visibility

Domains to Sample

- > Visibility
- > Expertise
- > Impact



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

How Hinge Can Help

Free Branding Consultation:

- > We'll review your key branding challenges
- > Brand strategies including research, content, and social media
- > How your brand connects with your business development efforts
- > Opportunities to build your brand



Respond to follow-up

email or call:

703 391 8870

For webinar registrants only!

Thank you! Questions?

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Thank You

