

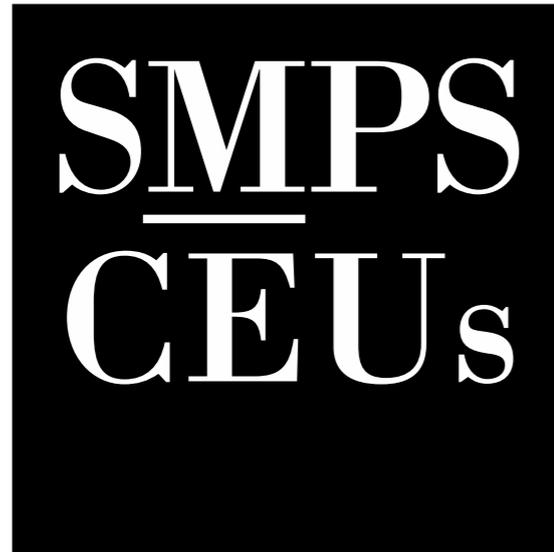
The Truth About Referrals: How to Generate More & Close the Ones You Get

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



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Presenters



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Agenda

- › How Referrals Work
- › How to Increase Referrals
- › How to Keep the Referrals You Get
- › 5 Must-Haves for a Successful Referral Marketing Strategy



REFERRAL MARKETING STUDY



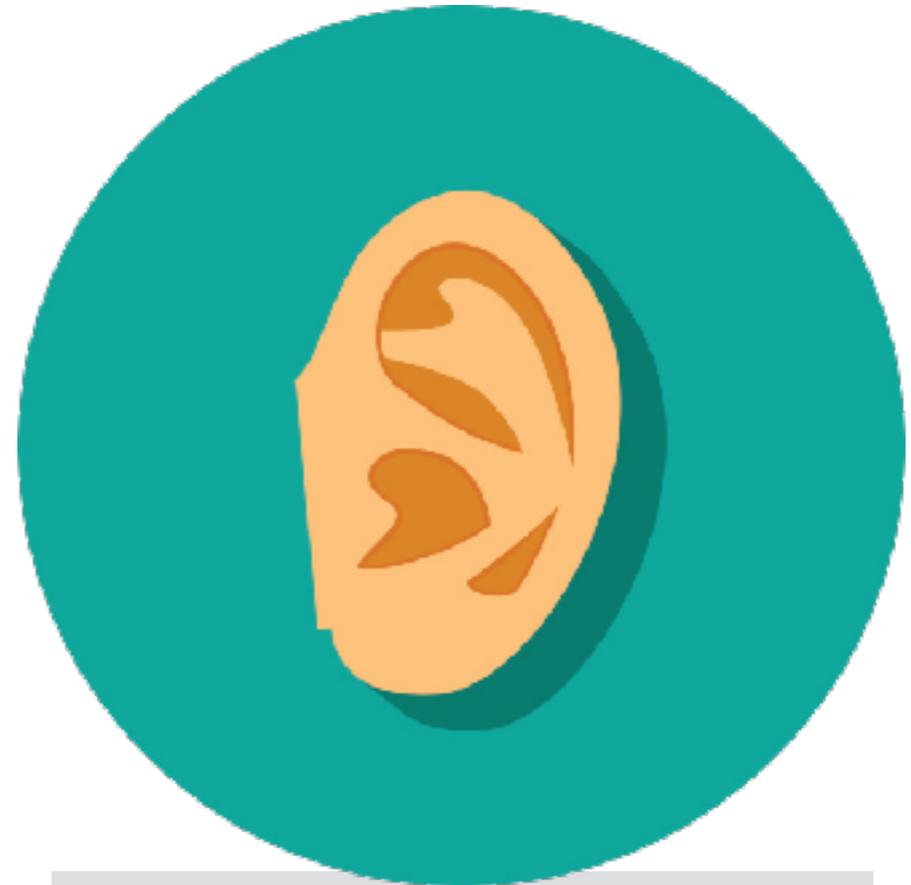
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participants

How Referrals Work

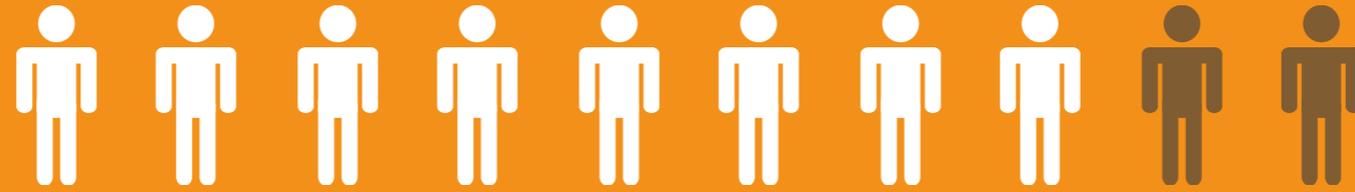
Two Types of Referrals



Experience-Based



Reputation-Based



8 out of 10

professional services buyers
say they would refer their provider.

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*

Where Do Non-Client Referrals Come From?



5.5%

Comes from someone
you've met before

94.5%

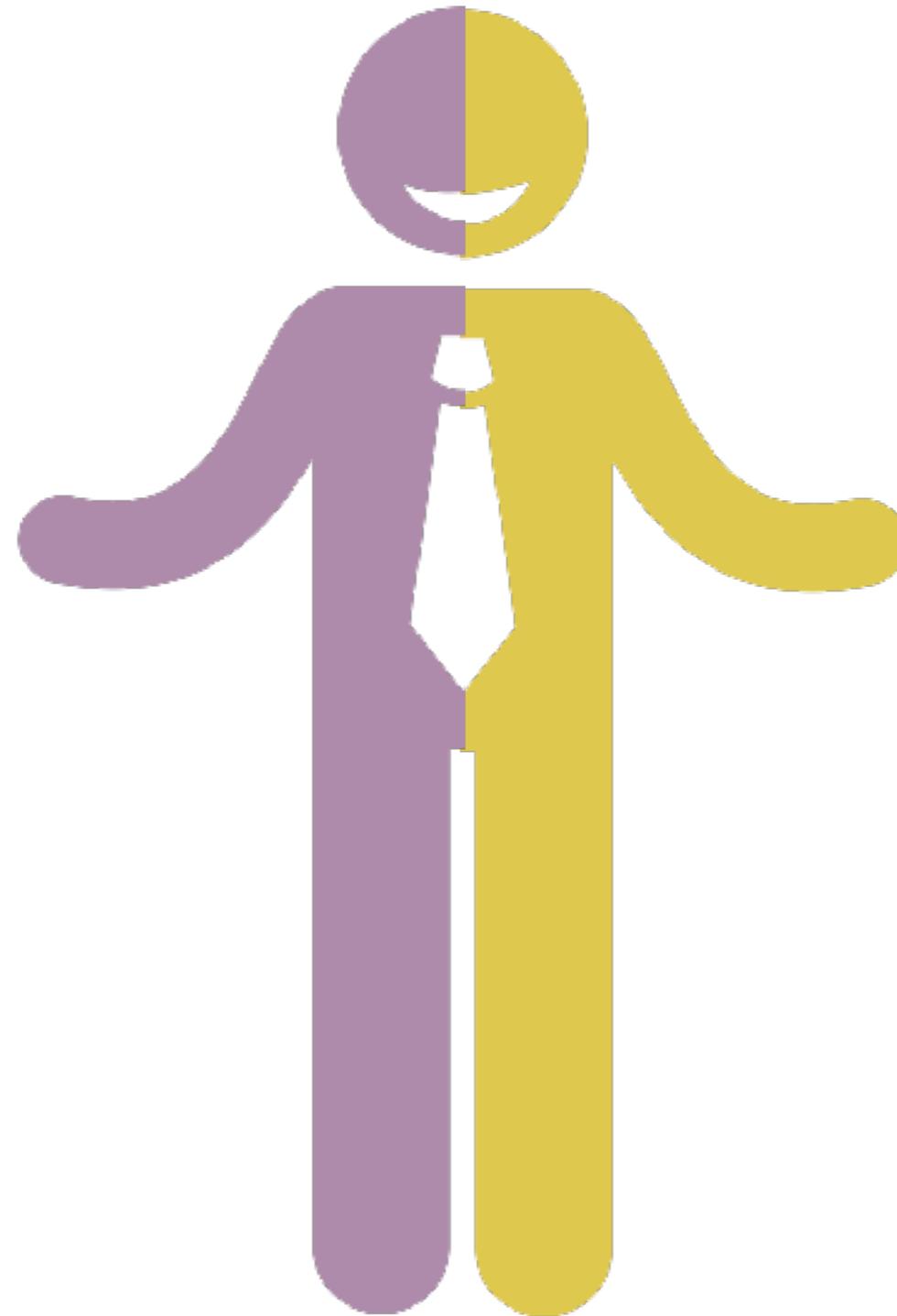
Comes from your
reputation, expertise,
and visibility

Think Brand

Brand = Reputation x Visibility

Anatomy of a Reputation

"I've heard they're a great firm."



"They're experts in working with chain restaurants."



Your **Visible Expertise**
generates

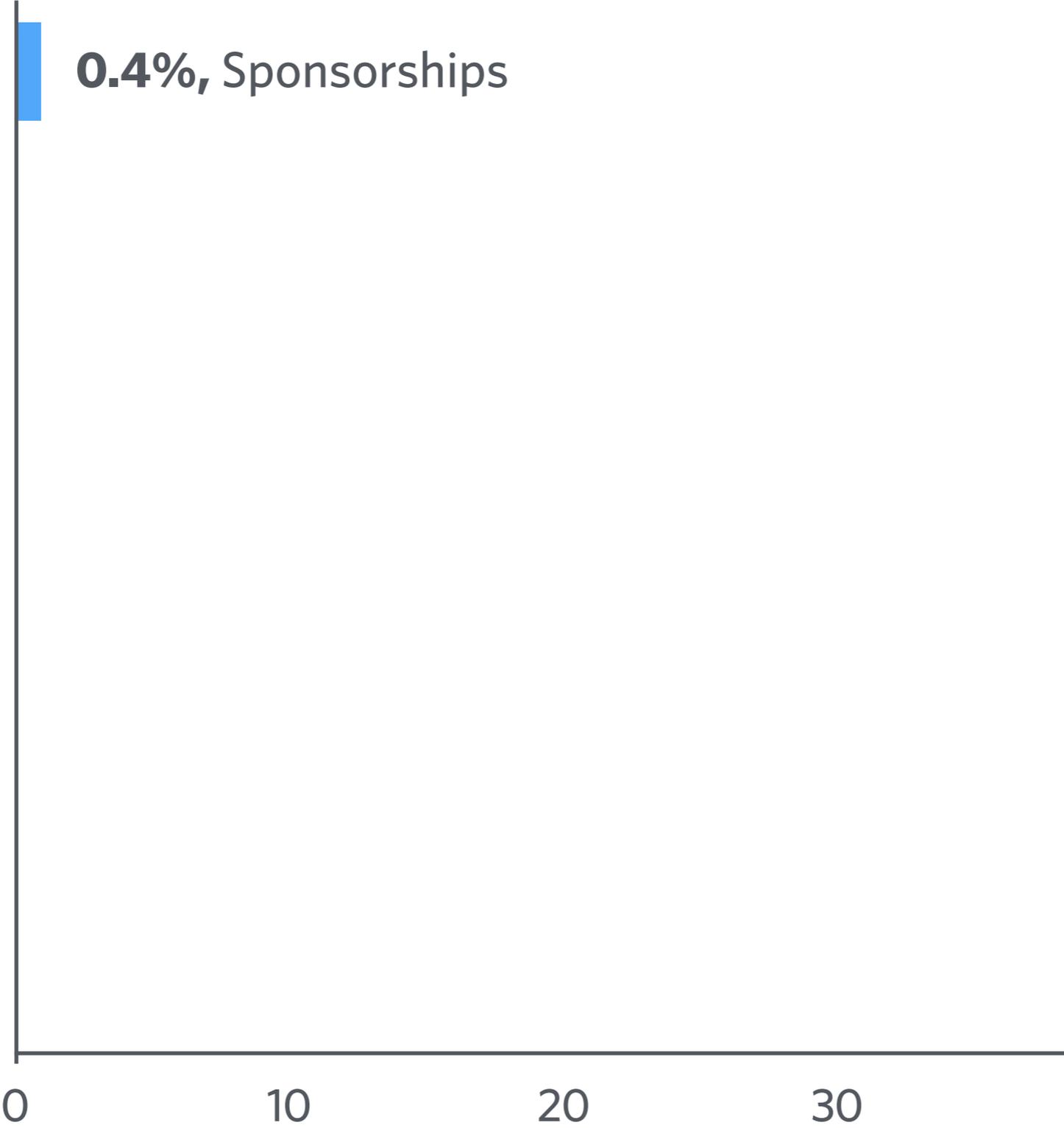
61%

*more referrals than your
general reputation**

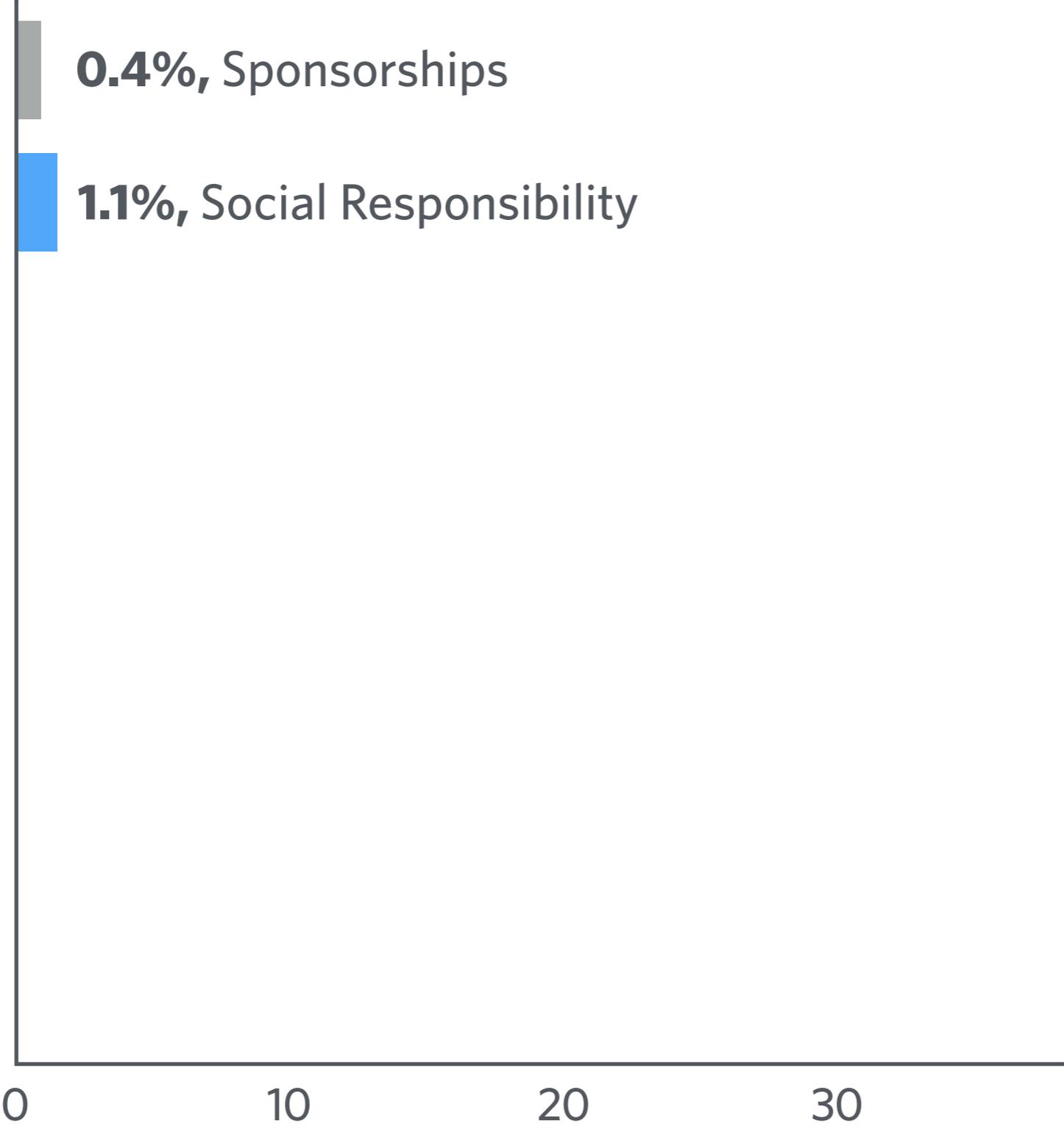
Source: Referral Marketing for Professional Services Firms

How to Increase Referrals

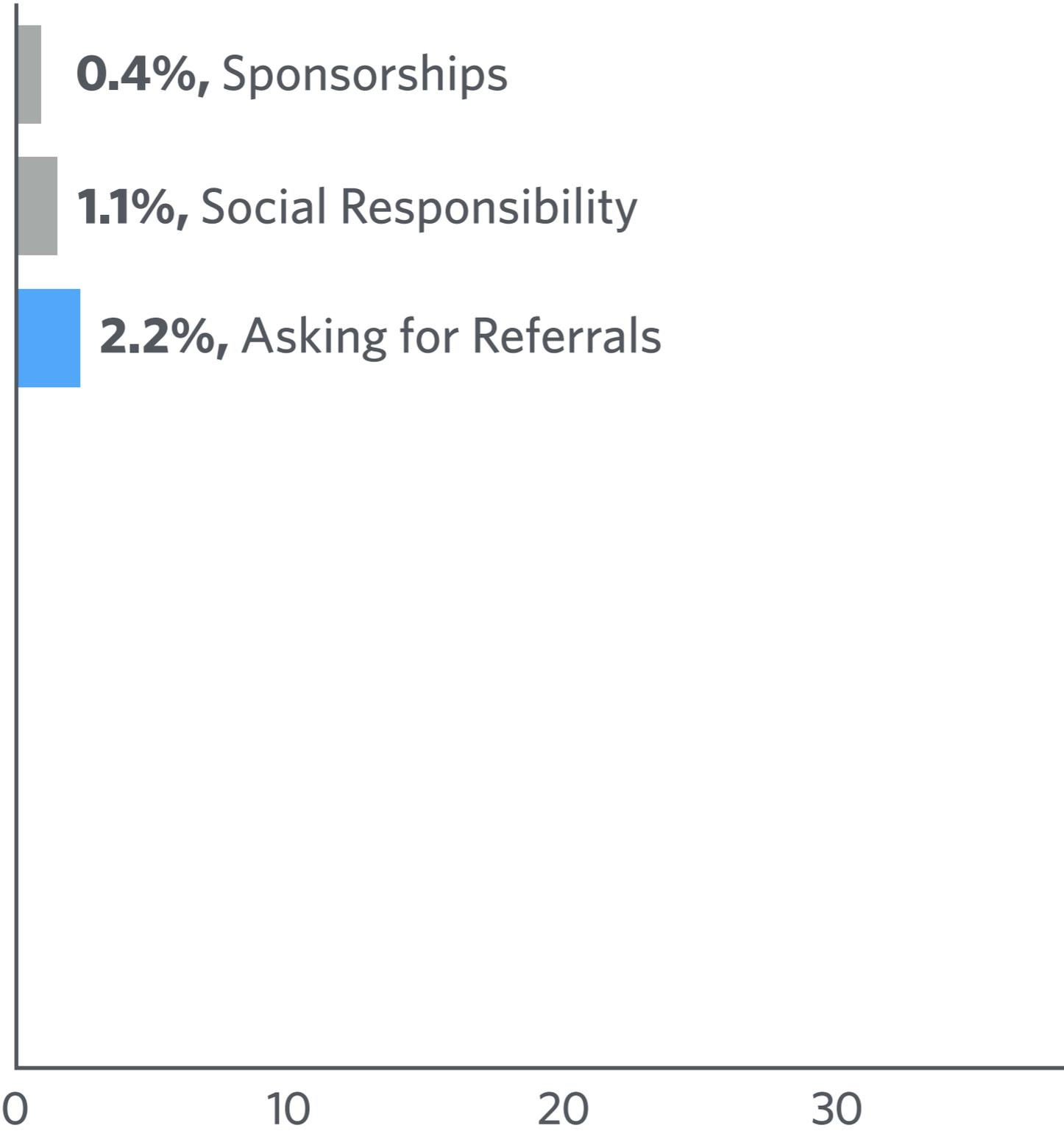
Which factors increase the probability of referrals?



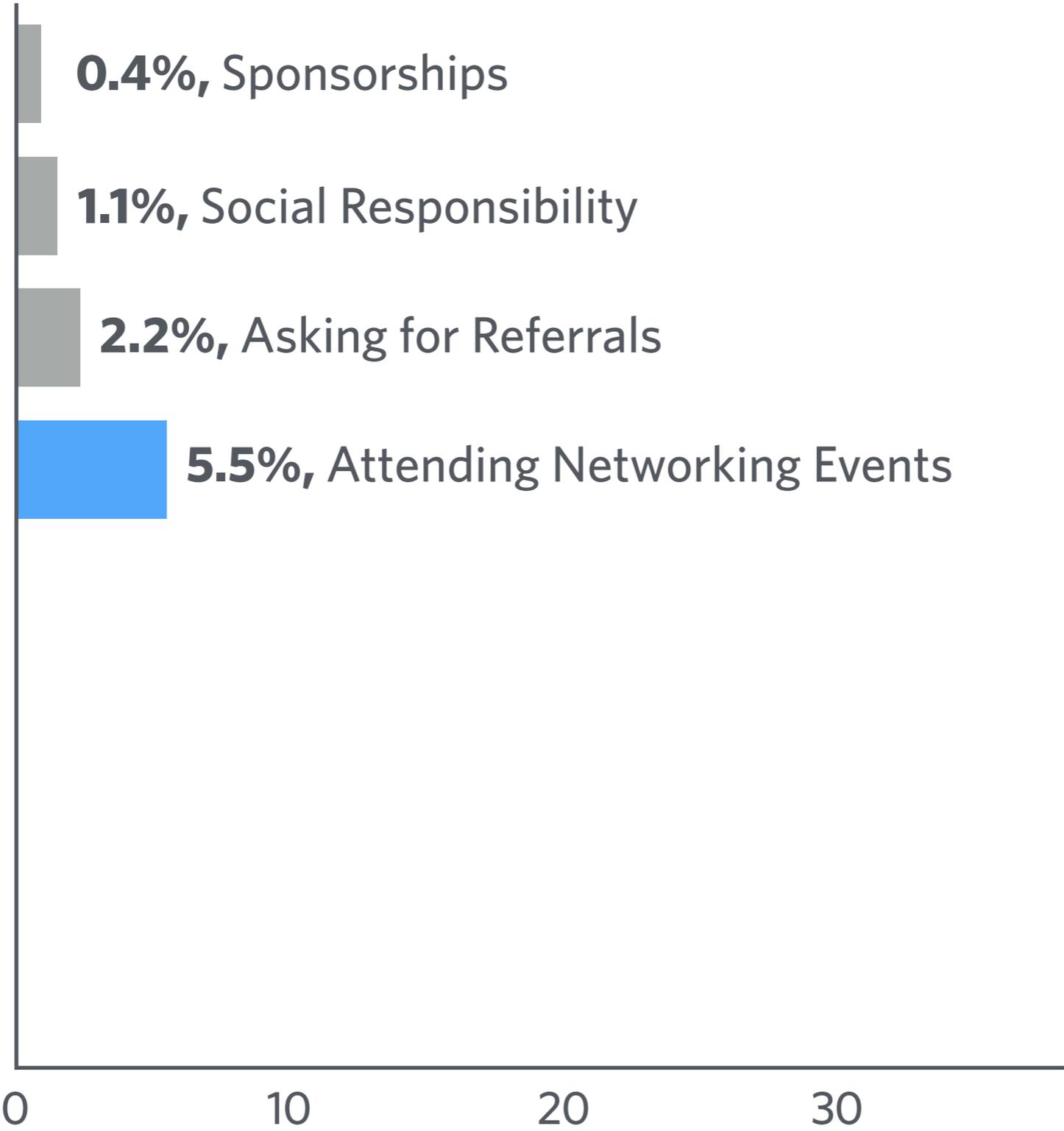
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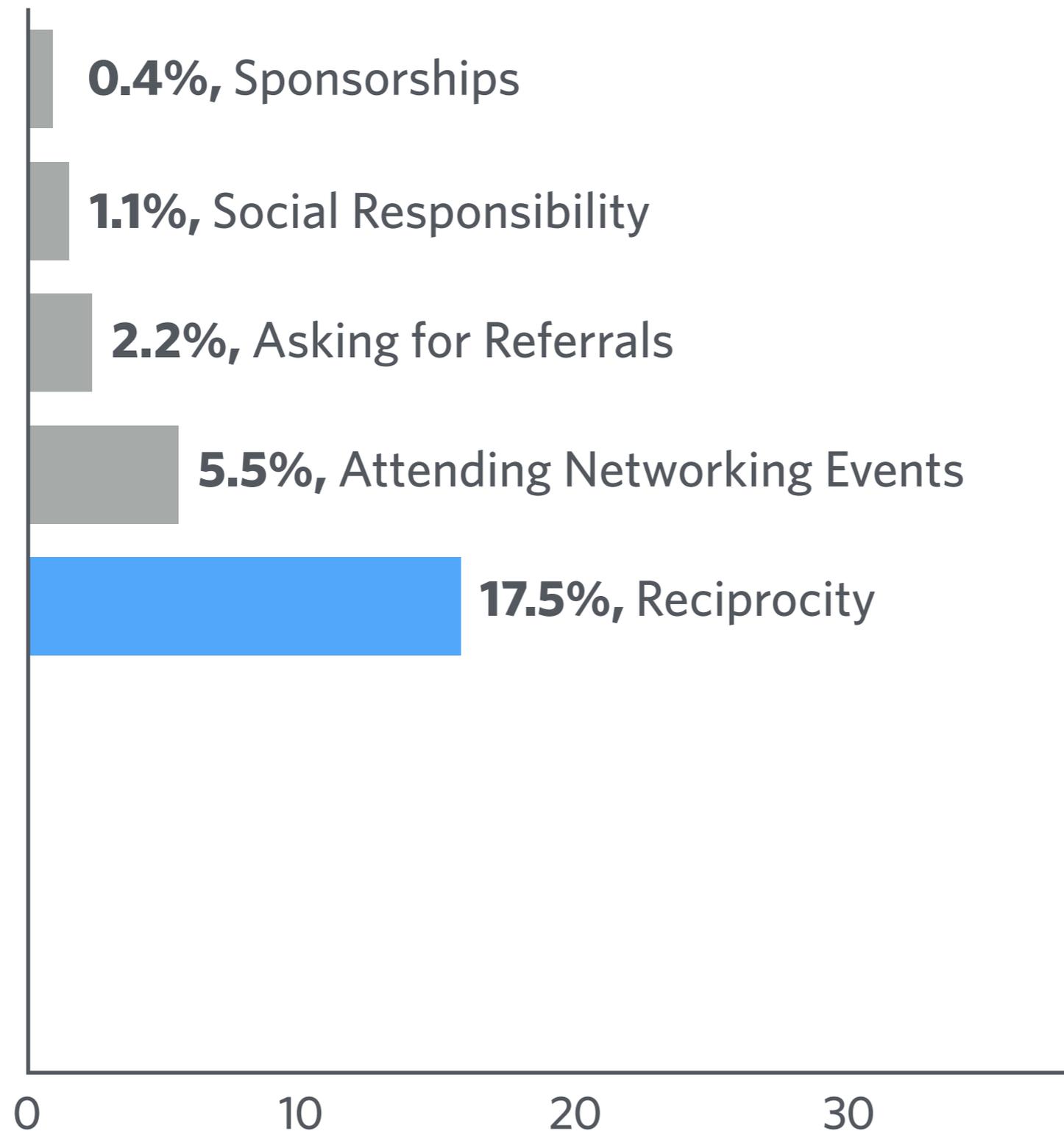
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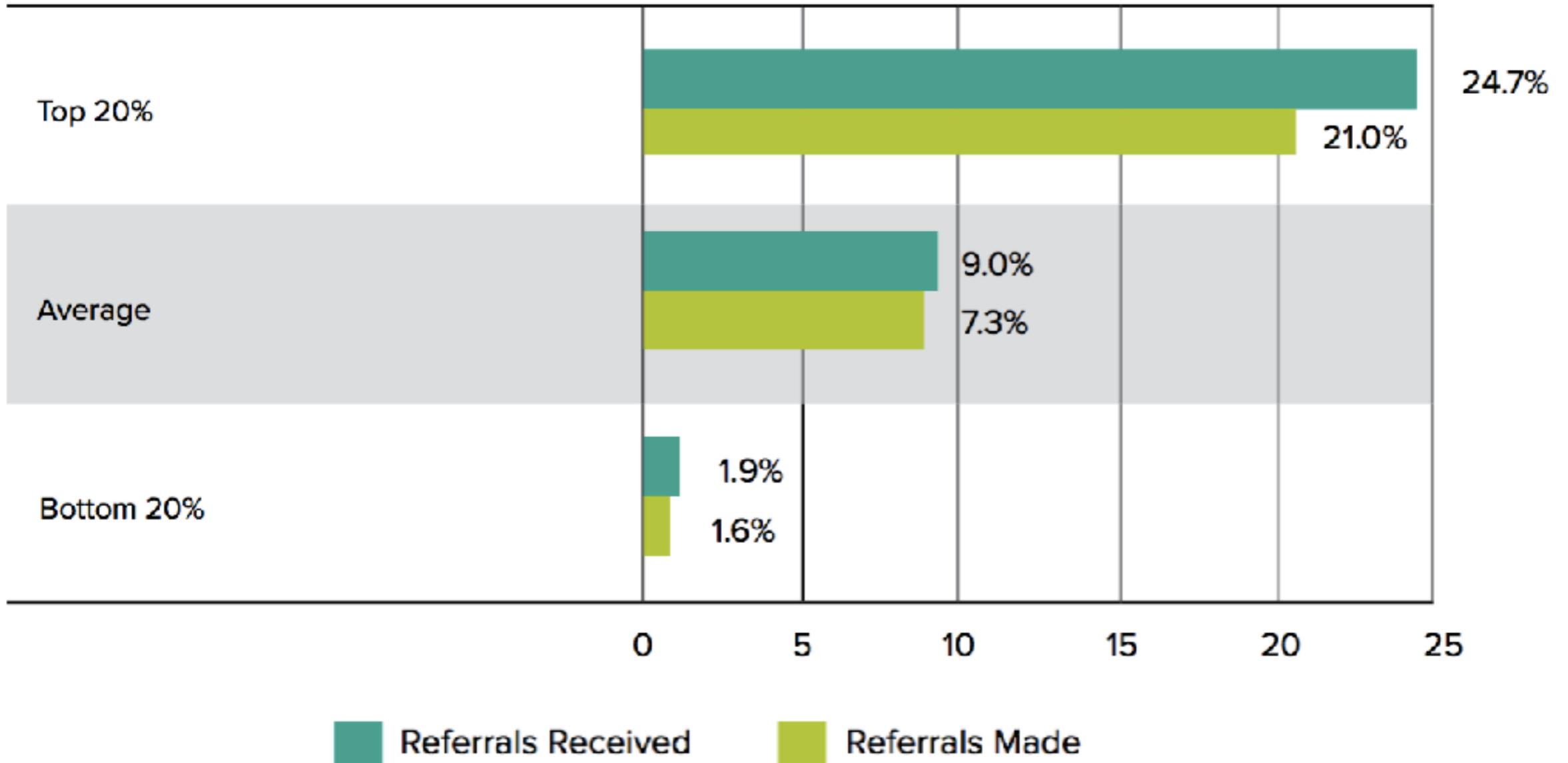
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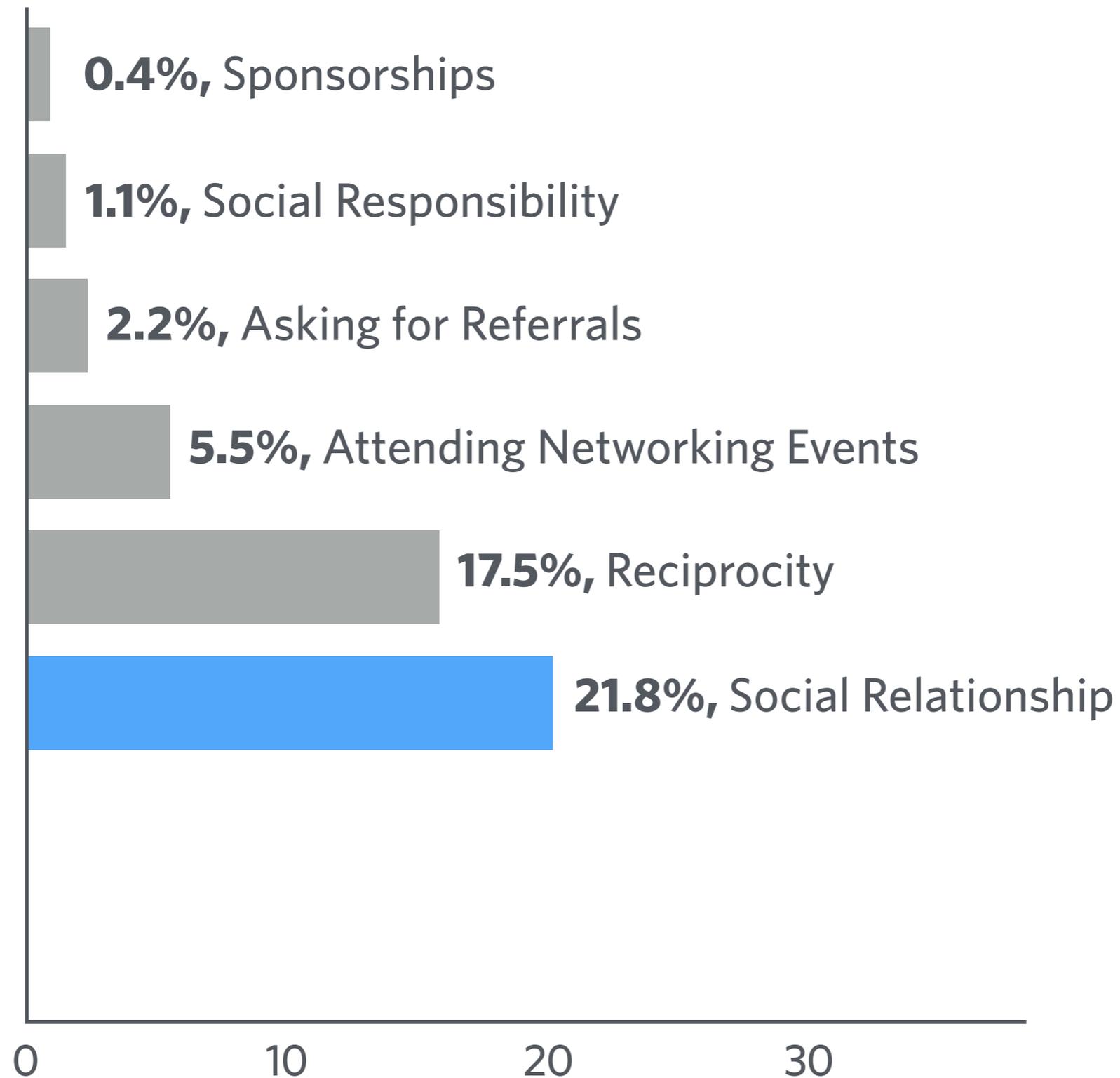
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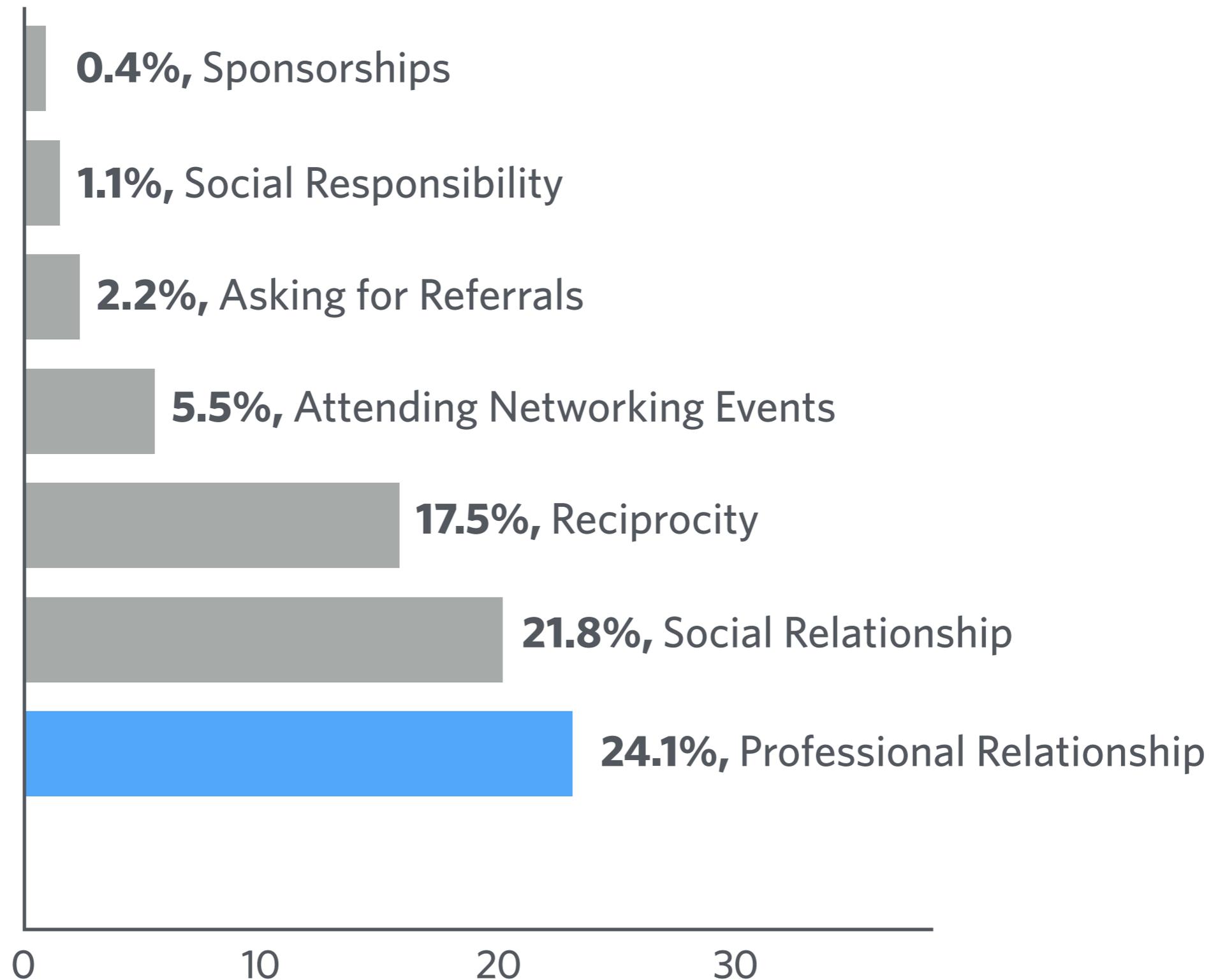
Reciprocity works



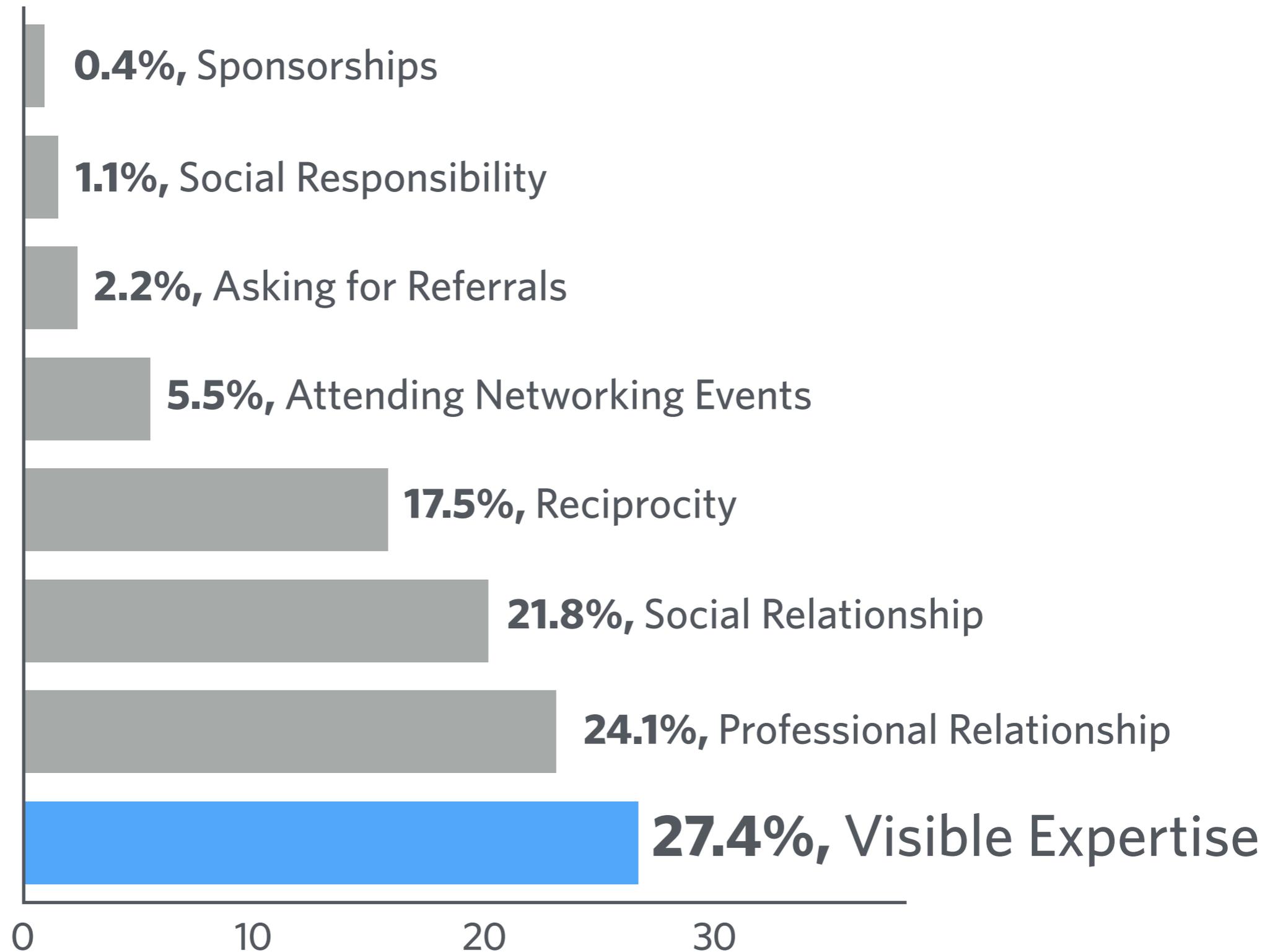
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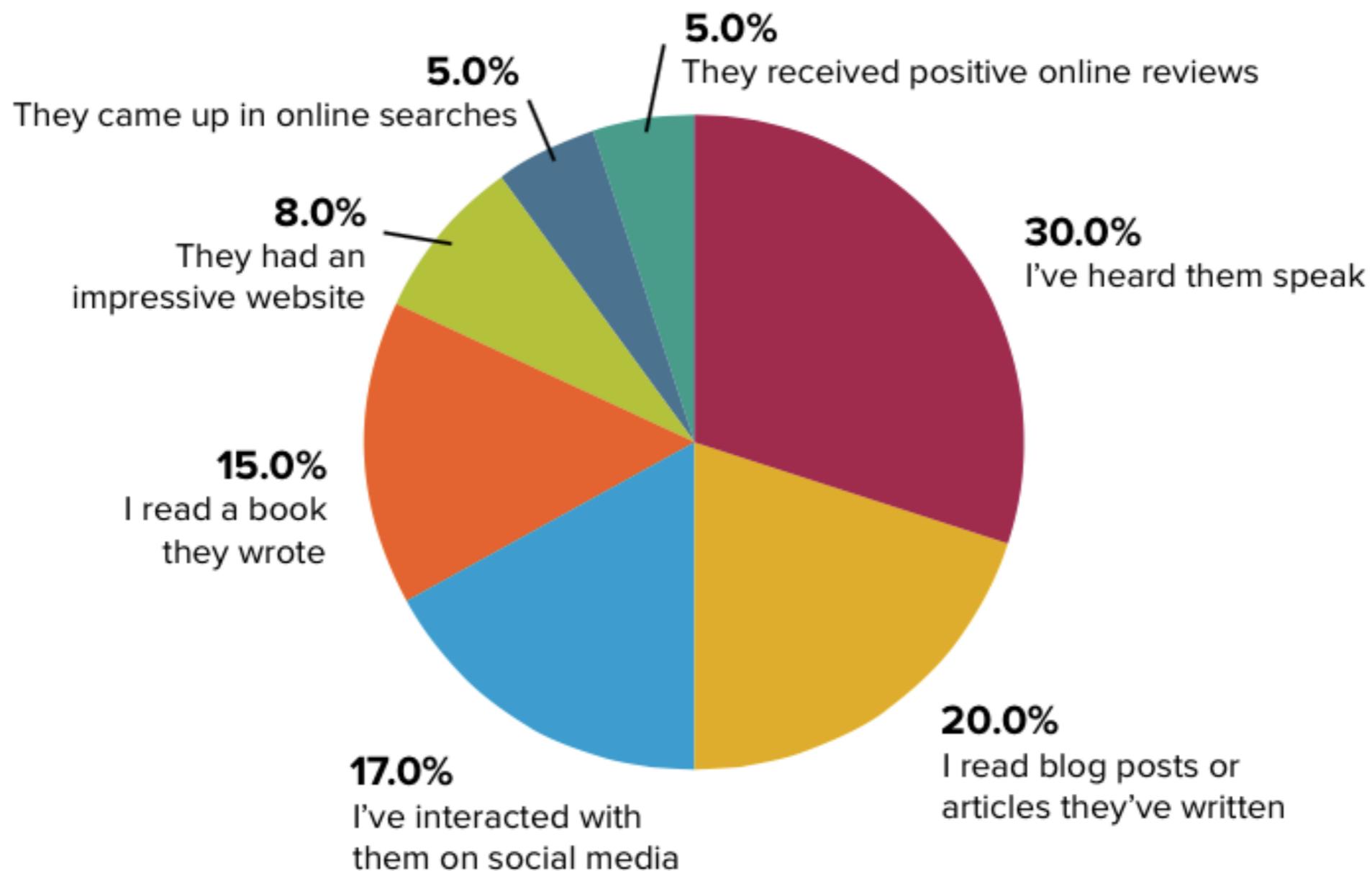
Which factors increase the probability of referrals?



Which factors increase the probability of referrals?



How Do They Learn About Your Expertise?



How to Keep The Referrals You Get



51.9%

of potential clients have
ruled out a referral **before**
speaking with them.

Source: Referral Marketing for Professional Services Firms Research Report

Why are these firms being ruled out?

43.6%

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

29.6%

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

23.5%

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

5 Must-Haves

— *for a* —

Successful Referral Marketing Strategy

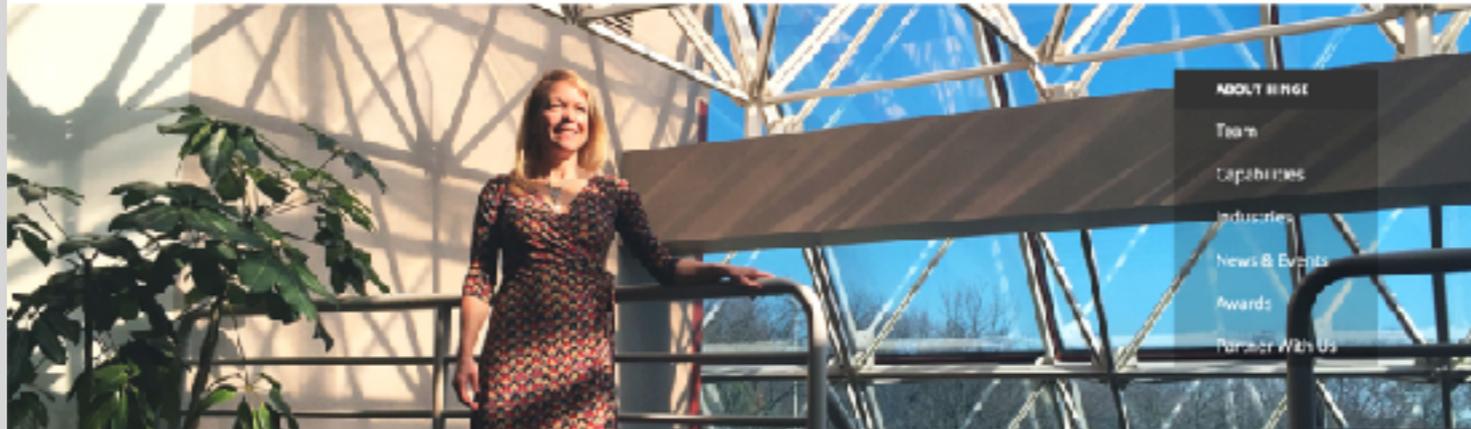


Showcase successful,
high-profile projects



2

In house-experts who
speak at conferences
and trade shows



- ABOUT HINGE
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Elizabeth Harr

Elizabeth Harr is an accomplished entrepreneur and experienced executive who leads the technology team at Hinge. Starting her career by co-founding a tech firm providing Microsoft solutions, Elizabeth brings over a decade's experience in strategic planning, brand management, and communications to her role as Partner and Account Director. When she's not working with clients to increase growth and profitability, you'll find her writing articles, conducting webinars, and speaking at industry events. Elizabeth is a recognized Visible Expert™ in the technology industry.

"In the world of marketing technology services, trust is everything. Don't stop at declaring yourself a thought leader—you must support the claim by publishing educational content. This long-term strategy leads to a brand that prospects can trust."

Experience

- › Partner and Account Director at Hinge, a marketing firm for the professional services industry
- › Specializes in strategic planning and marketing for technology firms
- › Co-founder of a Microsoft solutions provider firm known for its expertise in customer relationship management (CRM)
- › Masters degree in International Economics from Columbia University
- › Writer and creator of numerous books, articles, blog posts and guides, including Inside the Buyer's Brain, The Social Media Guide for Professional Services, How Buyers Buy: Technology Services Edition and Online Marketing for Professional Services: Technology Services Edition
- › Speaking events include the Northern Virginia Technology Council (NVTCL), the Marketing Executives Networking Group (MENG), the American Marketing Association DC (AMADC), and Women in Technology (WIT)

Speaker Introduction

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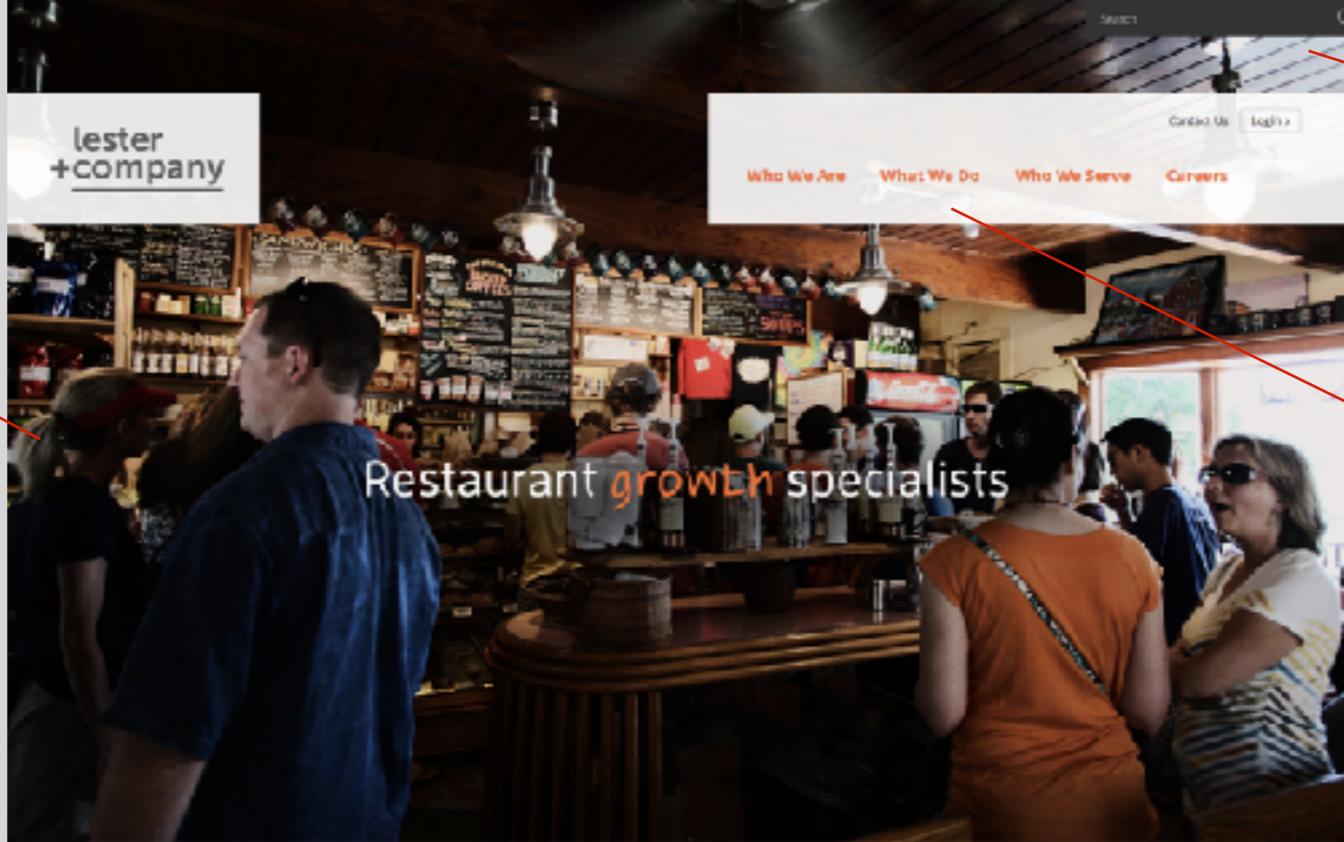
A high-quality,
professional website

Lester + Company

Accounting & Finance



Professional photography



Convenient search

Service pathways

Overview

At Lester + Company we help restaurants grow. We give you the CPA expertise and real-time financial and operational reporting tools you need to achieve higher profitability, more efficiency, and faster growth.

Real-time data



Our software tools show you the numbers behind your business in seconds - not months.

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See how the unique opportunities at Lester + Company can accelerate your career.

TAKE THE NEXT STEP

Search-engine-optimized text



47 percent Restaurant industry share of the food dollar.

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In-house accountants can be pricey, but they're not the only way to get support on your team. Lester + Company specializes in the restaurant industry and provides the resources and expertise of a CPA firm to help you achieve your goals. We understand what it takes for restaurants to grow into multiple

locations and beyond - and we know the challenges that arise on the way.

That's why Lester + Company provides expert insight and real-time financial reporting tools, so owners can make decisions based

on the needs of their businesses today, not what happened months ago. Plus, our proven reports can help you understand the numbers and build a strategy for success. We give today's restaurant owners the insight they need to get ahead and grow.

Social media



4

Being at
the forefront
of industry
trends

FreemanWhite
a Haskell Company



A large, white, stylized number '5' is positioned on the left side of the image. It has a thick, blue shadow cast to its left and slightly downwards, giving it a three-dimensional appearance. The background is a solid, vibrant blue.

Generating
high-quality,
educational
content



GROW YOUR BUSINESS WITH FEDRAMP

WHAT TO EXPECT, HOW TO PREPARE

LBMC

INFORMATION
SECURITY

How Hinge Can Help

Free Referral Marketing Consultation:

- > Ways your firm is generating referrals now
- > Why buyers may have ruled out your firm
- > The state of your website
- > The role of thought leadership and social media
- > What's working for you now, and what isn't



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Thank you! Questions?

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Thank You

