

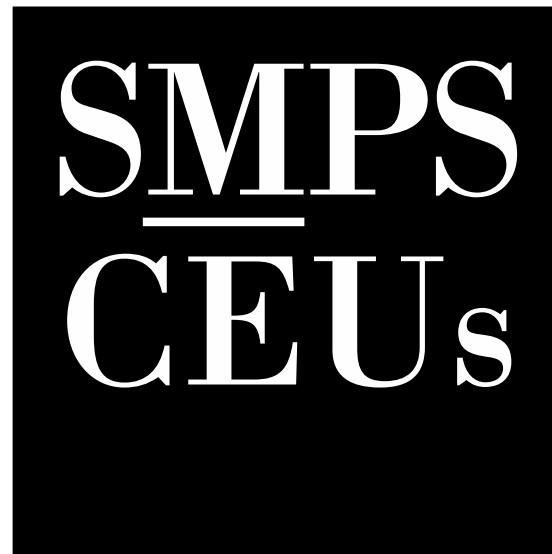
The Truth About Referrals: How to Generate More & Close the Ones You Get

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



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



Lee Frederiksen, Ph.D.

Managing Partner

lfrederiksen@hingemarketing.com

Connect with me on LinkedIn:

[in/leefrederiksen](https://www.linkedin.com/in/leefrederiksen)

Connect on Twitter:

[@LeeFrederiksen](https://twitter.com/LeeFrederiksen)



Candis Roussel

Account Director

croussel@hingemarketing.com

Connect with me on LinkedIn:

[in/csroussel](https://www.linkedin.com/in/csroussel)

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



1168
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.

Source: Inside the Buyer's Brain

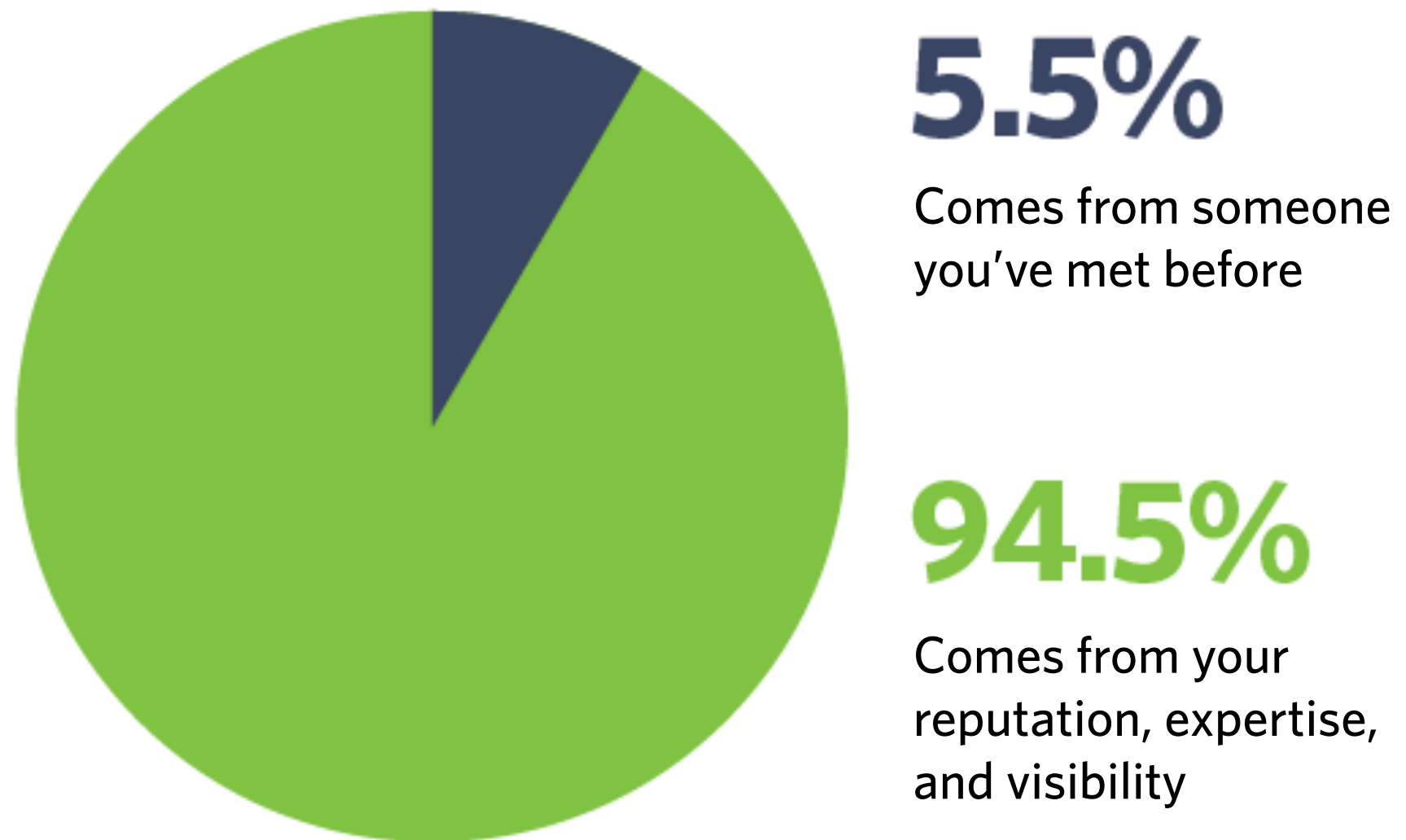
Going Beyond Traditional Client Referrals

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?



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

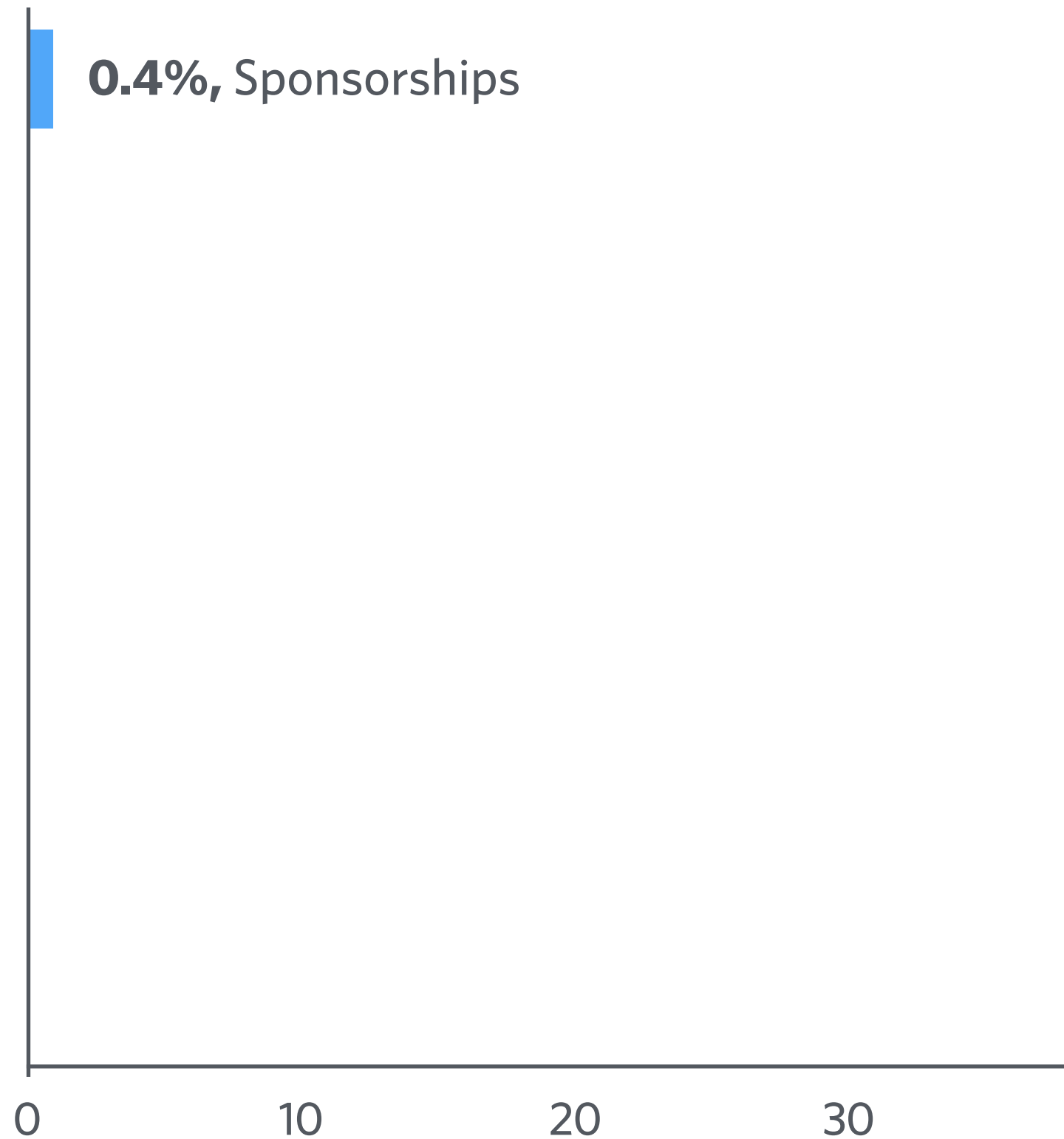
61%

***more referrals than your
general reputation****

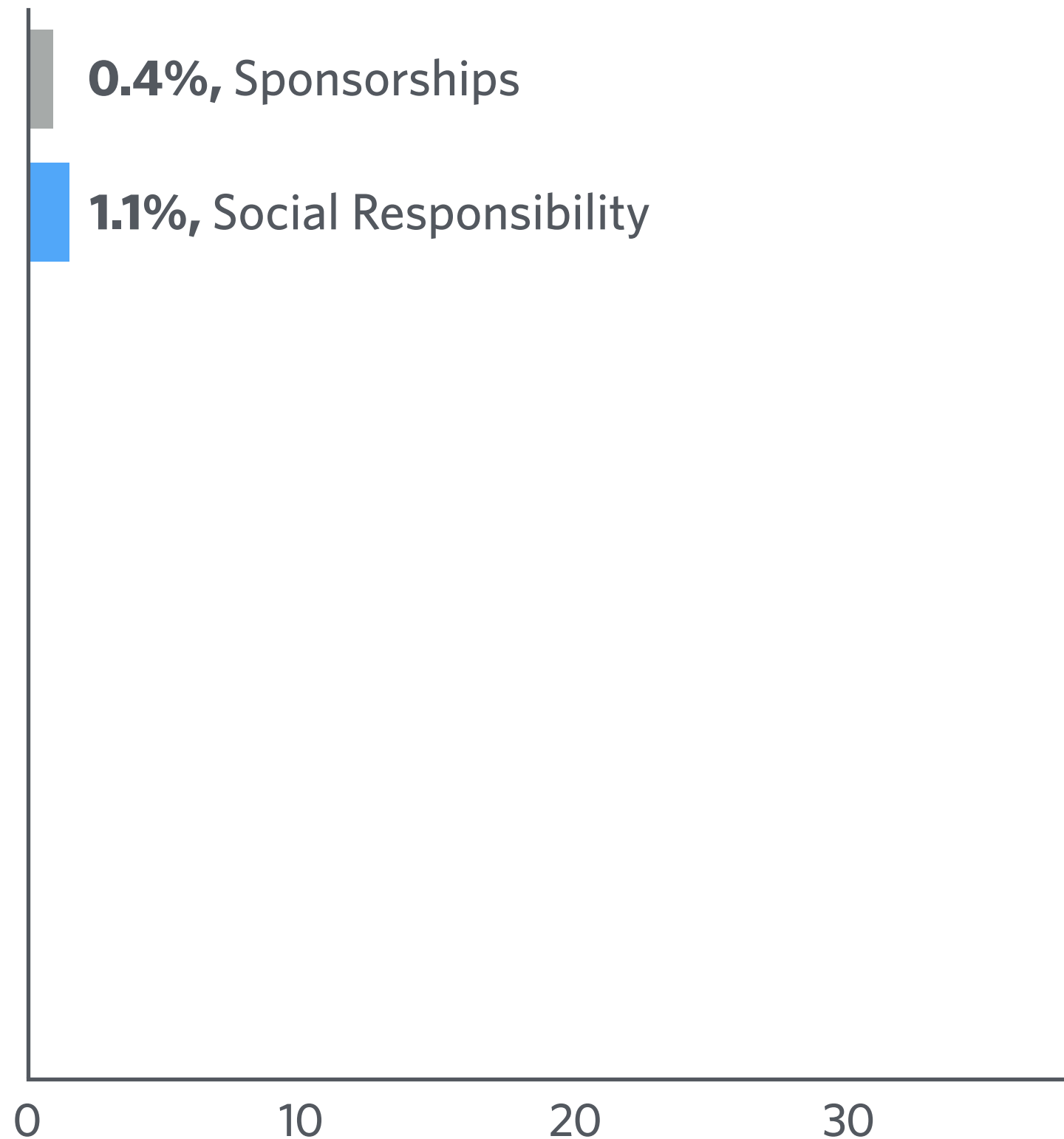
Source: Referral Marketing for Professional Services Firms

How to Increase Referrals

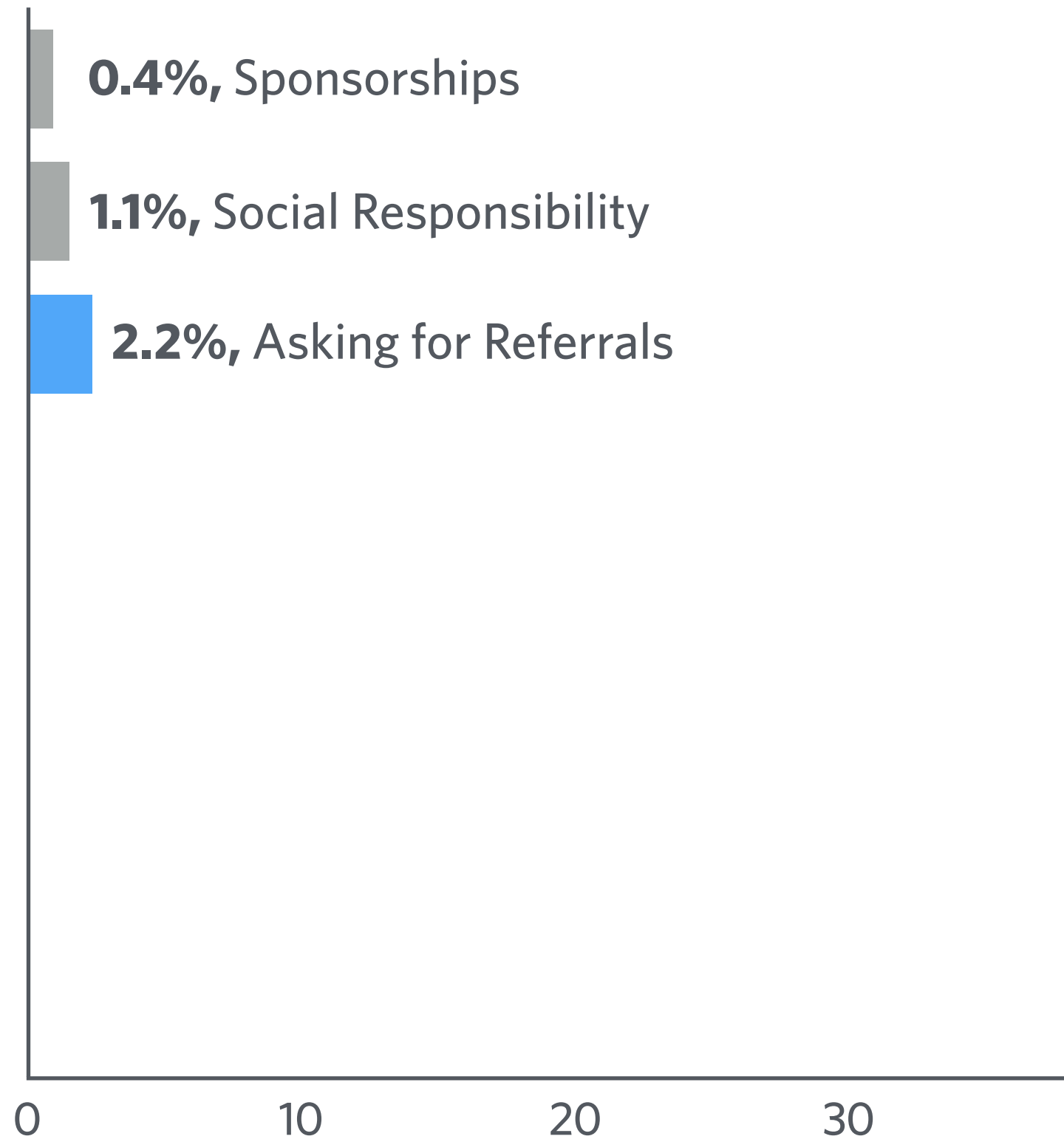
Which factors increase the probability of referrals?



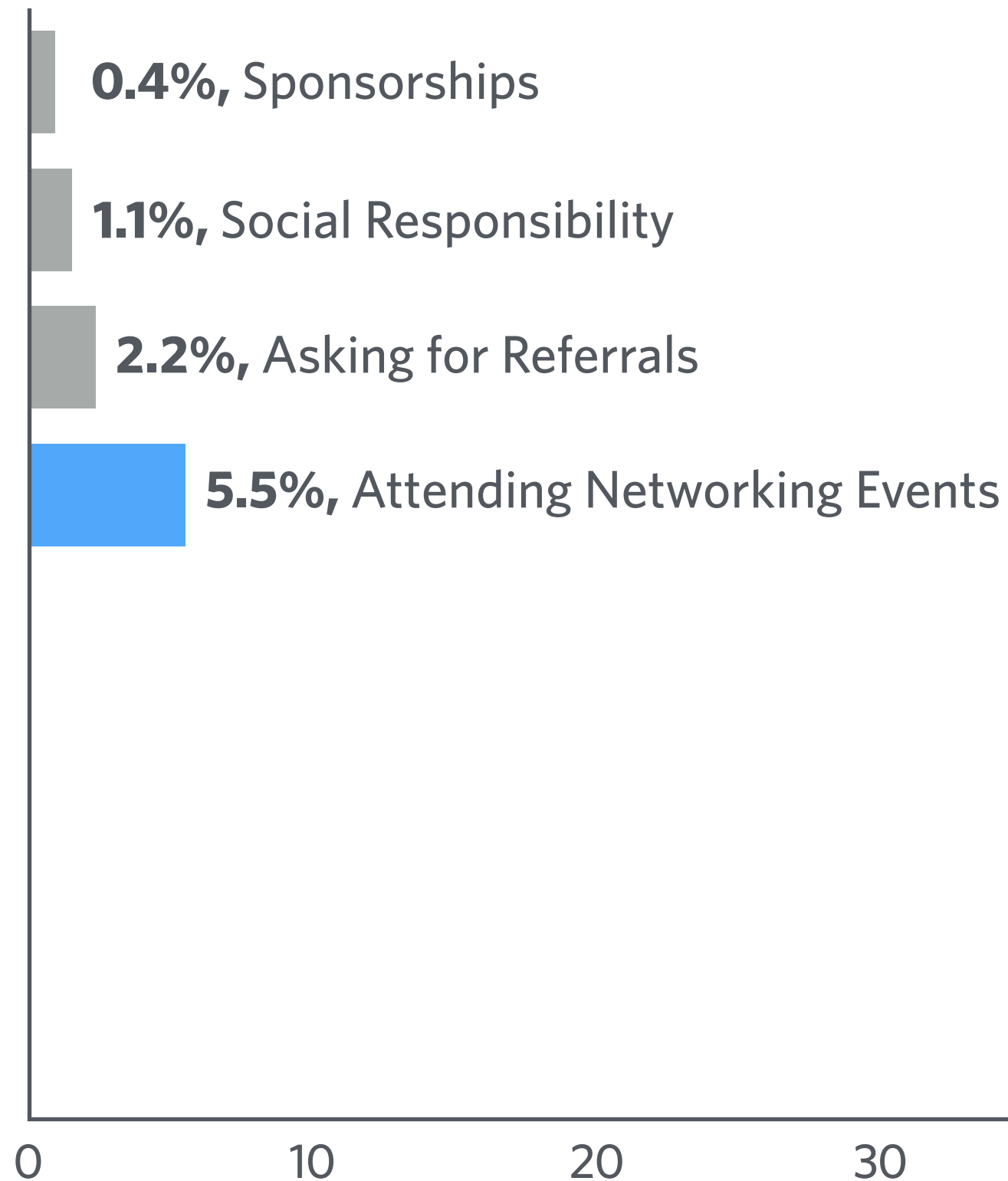
Which factors increase the probability of referrals?



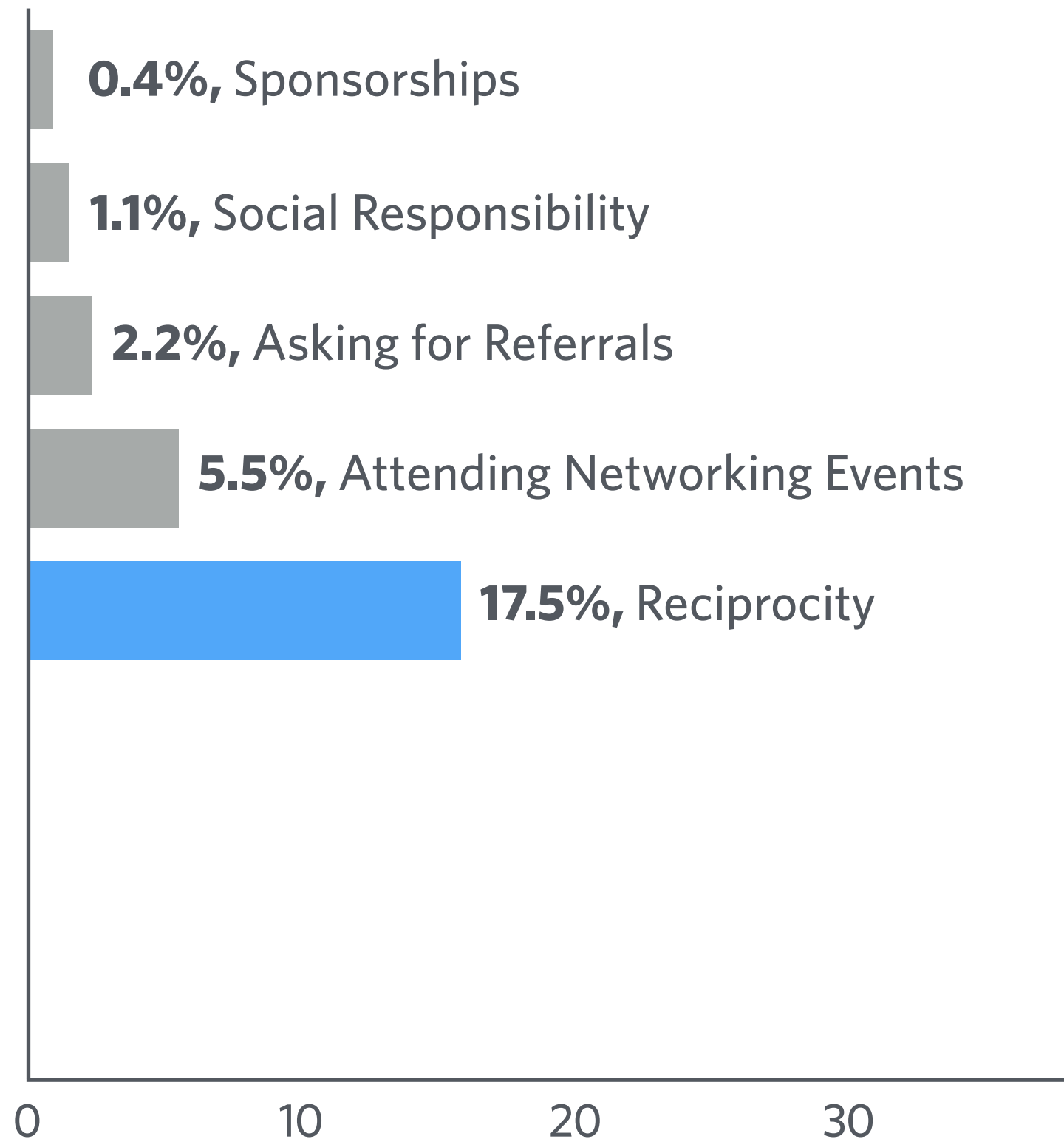
Which factors increase the probability of referrals?



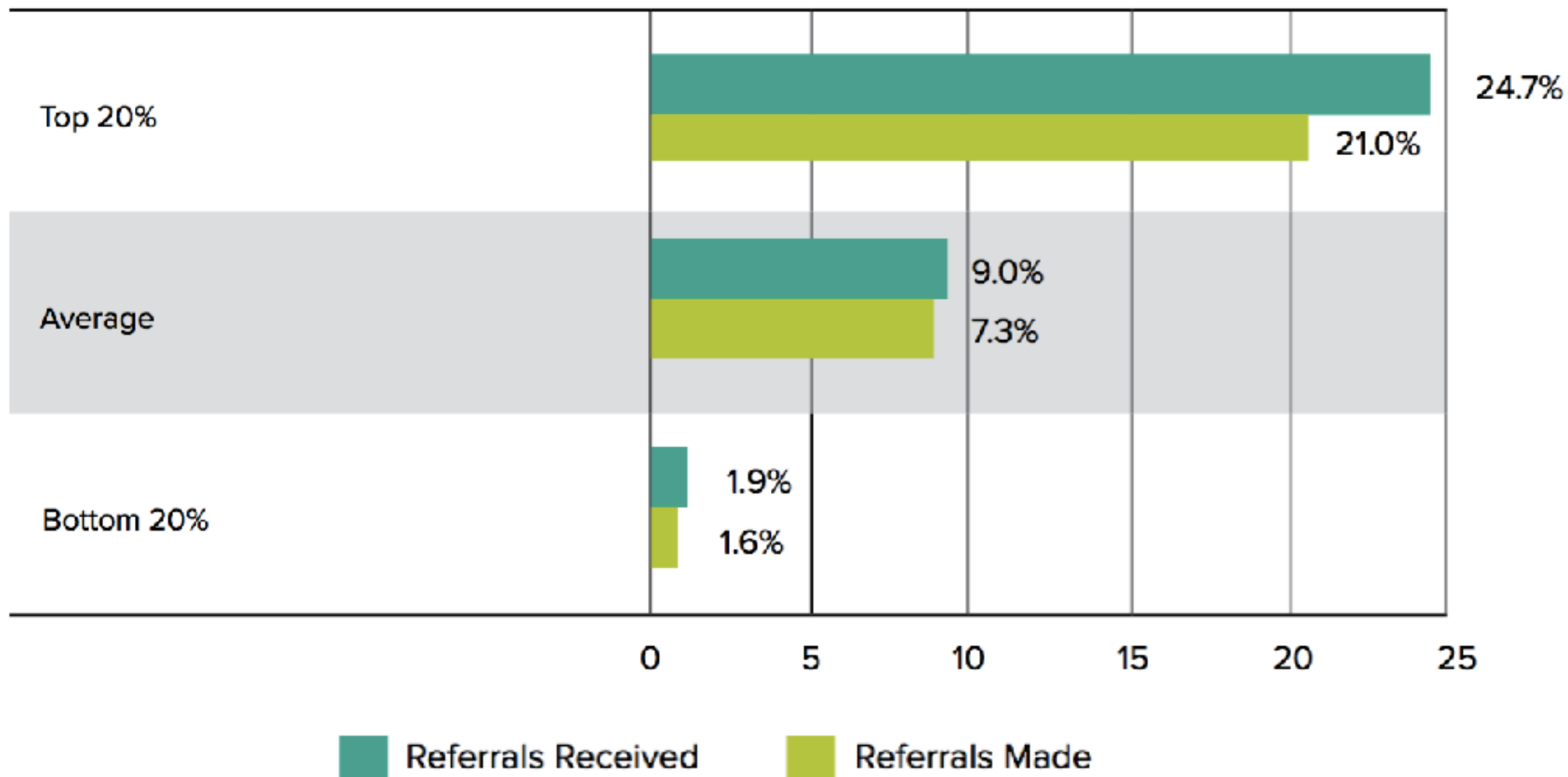
Which factors increase the probability of referrals?



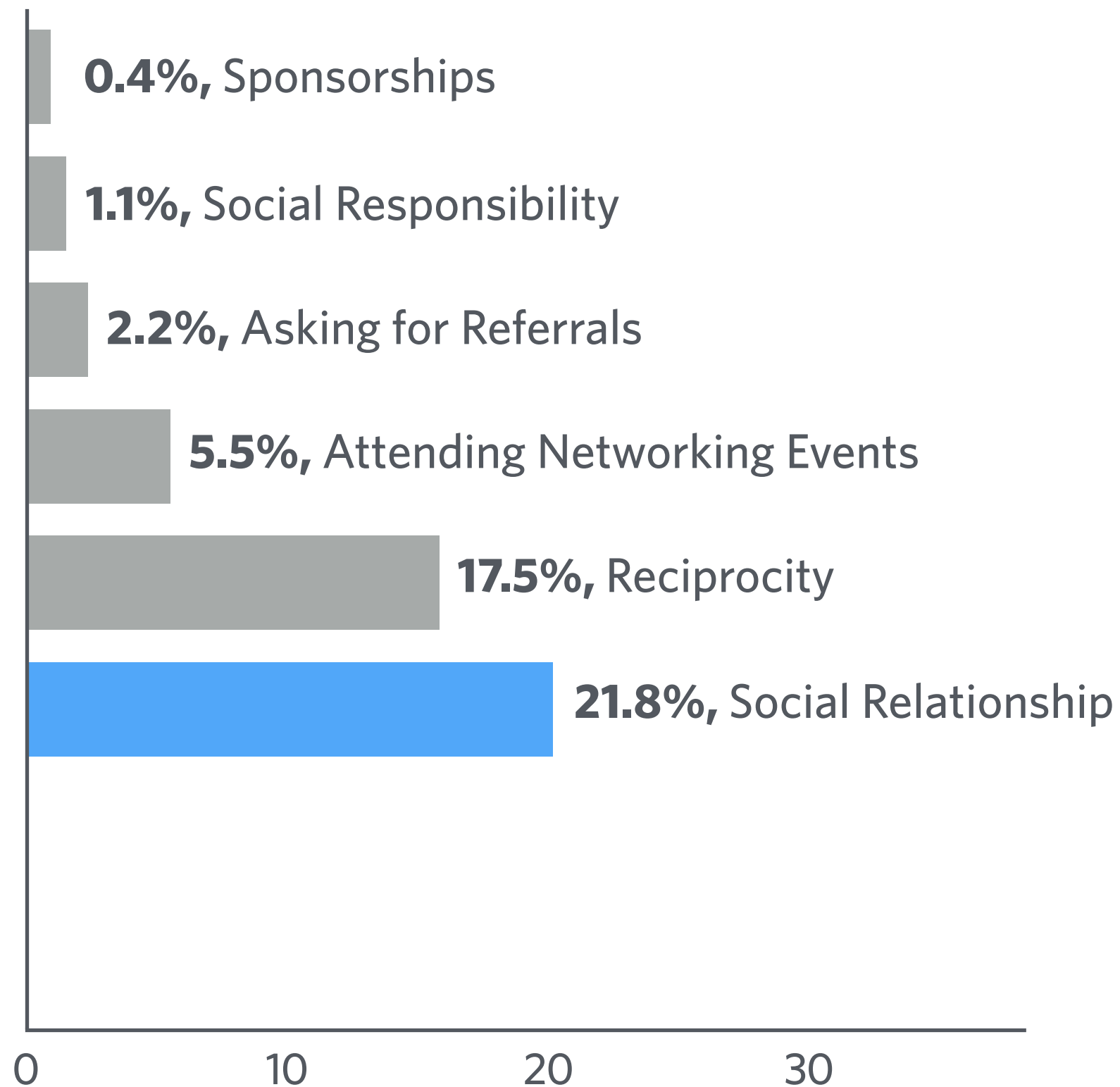
Which factors increase the probability of referrals?



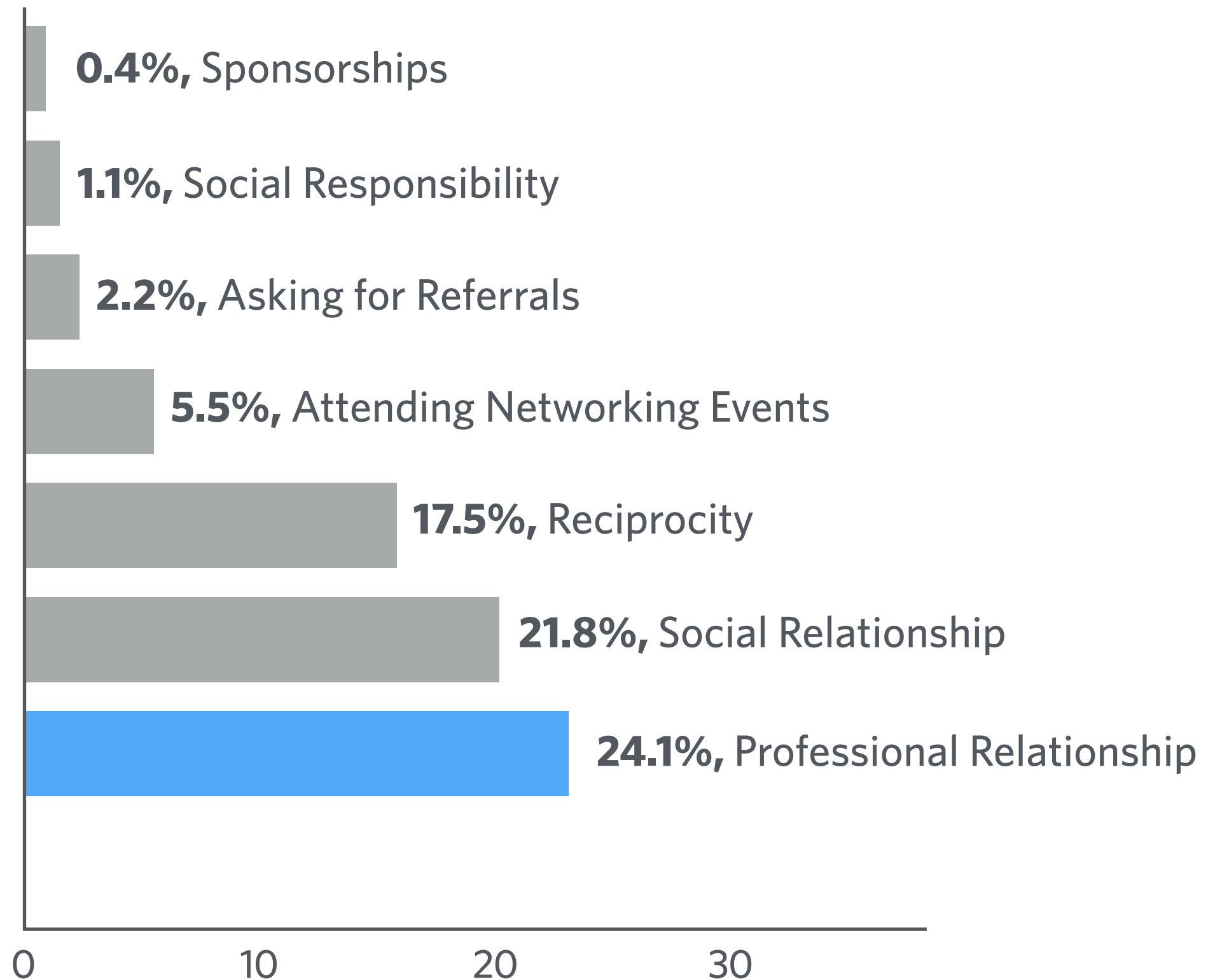
Reciprocity works



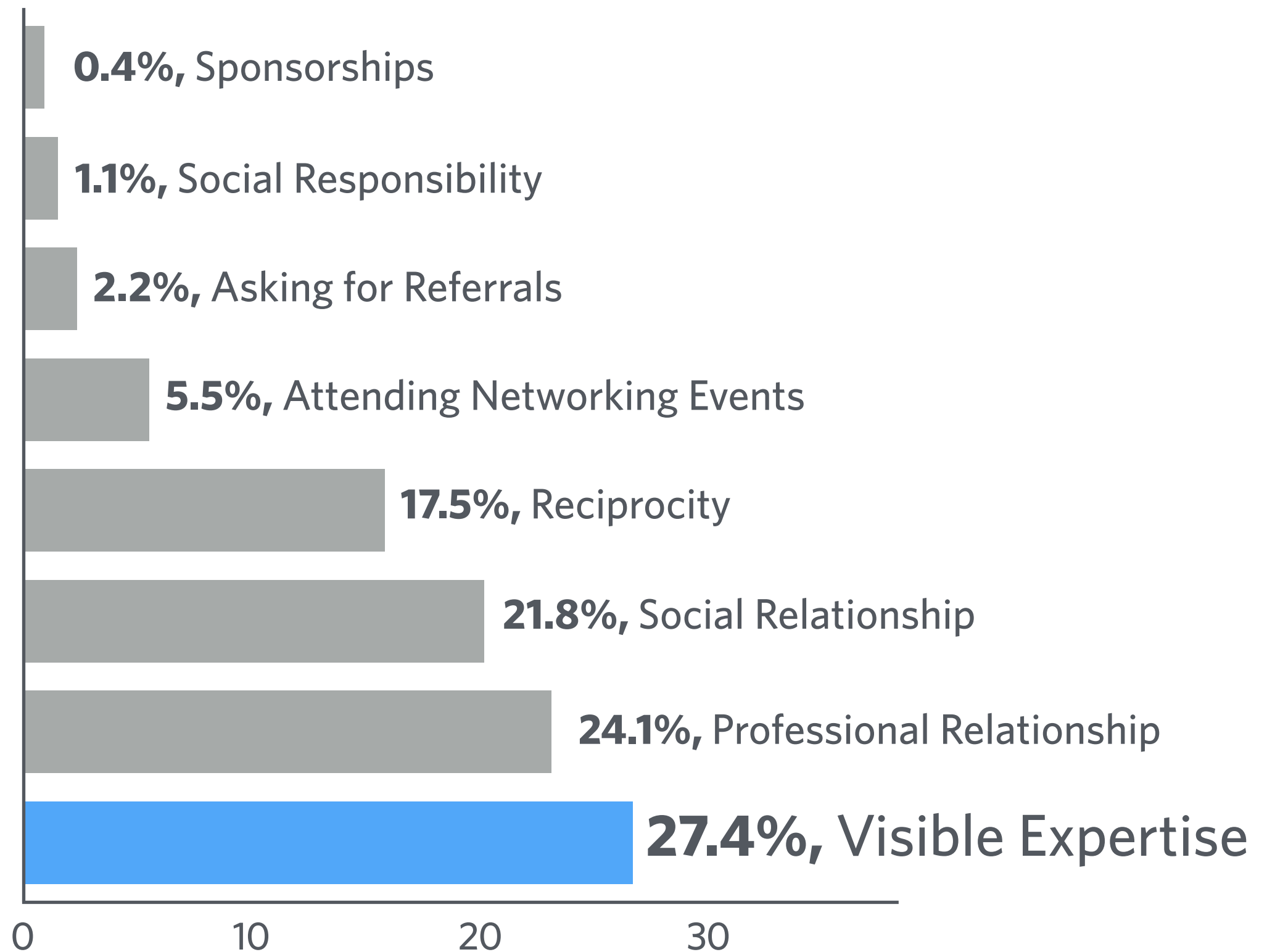
Which factors increase the probability of referrals?



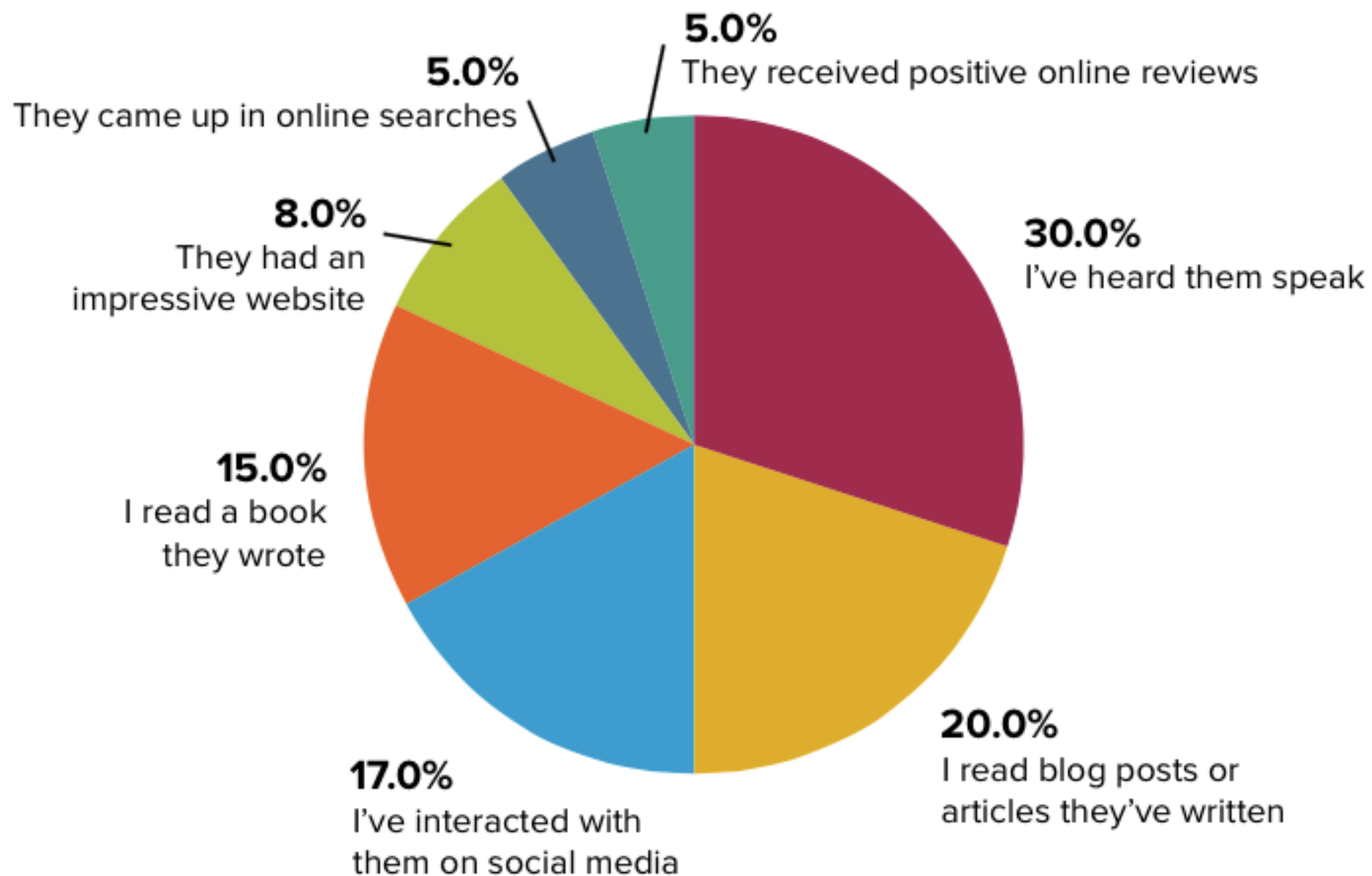
Which factors increase the probability of referrals?



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



A large, bold, white number '2' is positioned on the left side of the image. It has a subtle drop shadow effect, making it appear to float slightly above the orange background.

In house-experts who
speak at conferences
and trade shows

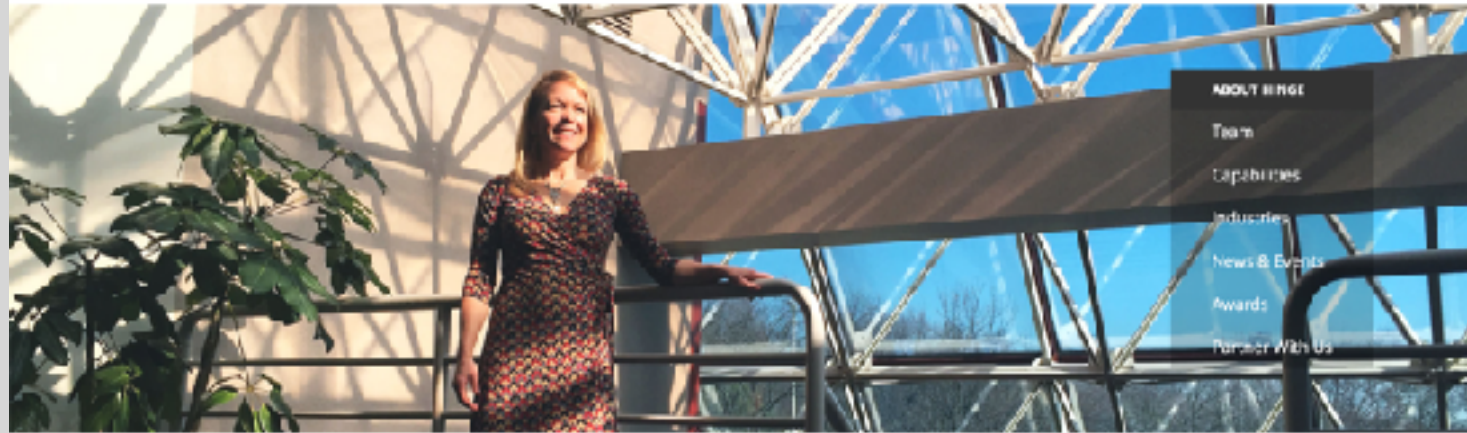


Programs & Services

Hinge University

Library

Blog



ABOUT HINGE

Team

Capabilities

Industries

News & Events

Awards

Partner With Us

Elizabeth Harr

Elizabeth Harr is an accomplished entrepreneur and experienced executive who heads 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

Download Liz's Press Kit
[VIEW](#) | [DOWNLOAD](#)

Media Downloads



Liz photo 1
[VIEW](#) | [DOWNLOAD](#)



Liz photo 2
[VIEW](#) | [DOWNLOAD](#)



Liz photo 3
[VIEW](#) | [DOWNLOAD](#)

[VIEW ALL](#)



A high-quality,
professional website

Lester + Company

Accounting & Finance



Professional photography

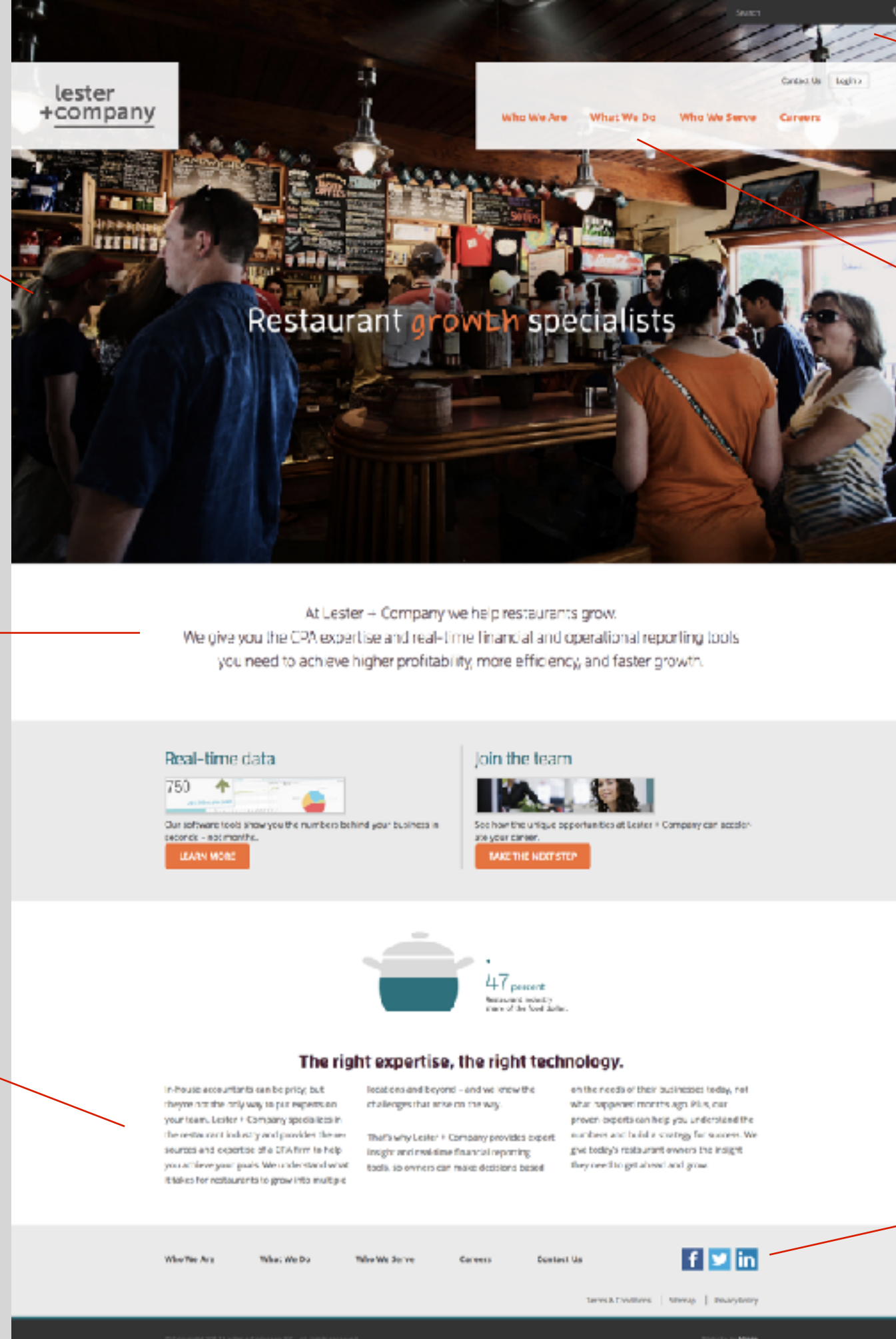
Convenient search

Service pathways

Overview

Search-engine-optimized text

Social media



4

Being at
the forefront
of industry
trends

FreemanWhite
a Haskell Company

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

Generating
high-quality,
educational
content



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



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

703 391 8870

For webinar registrants only!

Referral Marketing Course

Build a practical referral strategy
on your schedule.

Get started today.



Enroll now: www.hingeuniversity.com

Thank you! Questions?

Lee Frederiksen, Ph.D.

Partner

lfrederiksen@hingemarketing.com

Connect with me on LinkedIn:

in/leefrederiksen

Connect on Twitter: **@LeeFrederiksen**

Candis Roussel





Account Director

croussel@hingemarketing.com

Connect with me on LinkedIn:

in/csroussel

Connect with Hinge

-  www.hingemarketing.com/blog
-  www.twitter.com/HingeMarketing
-  www.facebook.com/HingeMarketing
-  www.linkedin.com/companies/Hinge

www.hingemarketing.com

703 391 8870

Thank You

