



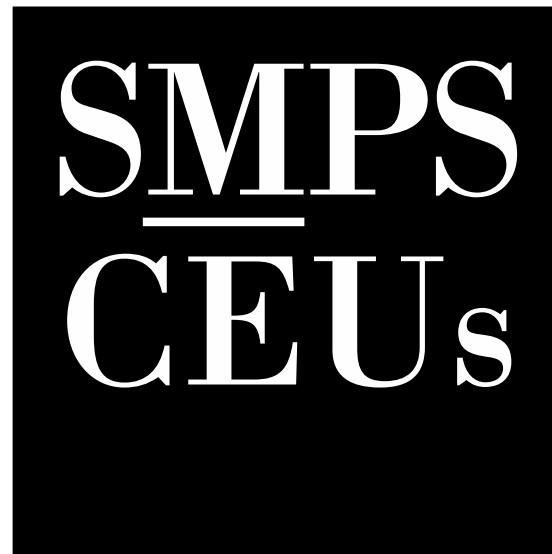
Marketing Your Expertise - Positioning your firm as a thought leader

Presented by Liz Harr



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Agenda

- > A Case for Visible Expertise
- > Benefits of Visible Expertise
- > How to Market Expertise
- > Tips for Positioning Your Firm as a Thought Leader



What is a Visible Expert?

A firm or an individual expert who has attained high visibility and a reputation for expertise in their industry niche.



A Case for Visible Expertise

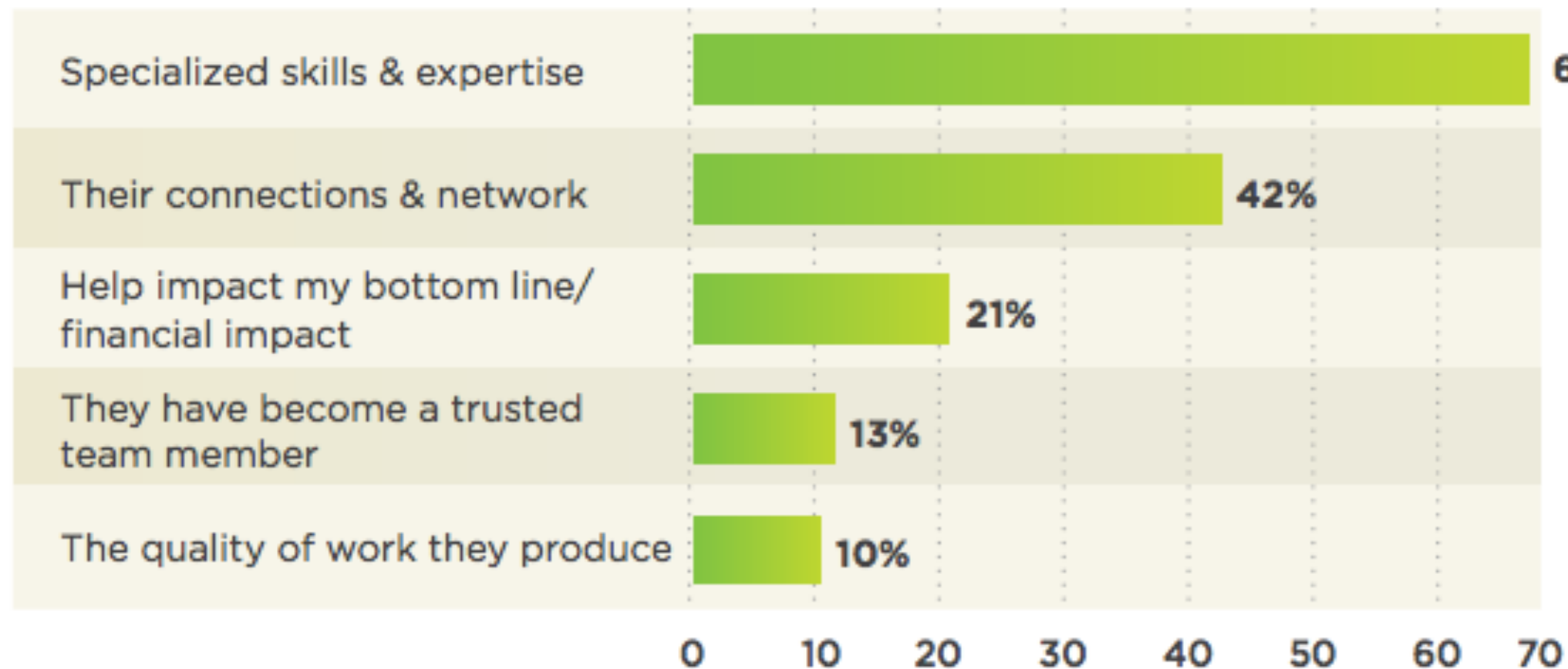
Expertise

#1

Criteria for Selecting a **New Firm.**



What Buyers Value



High-Growth Firms

40%

fewer services offered

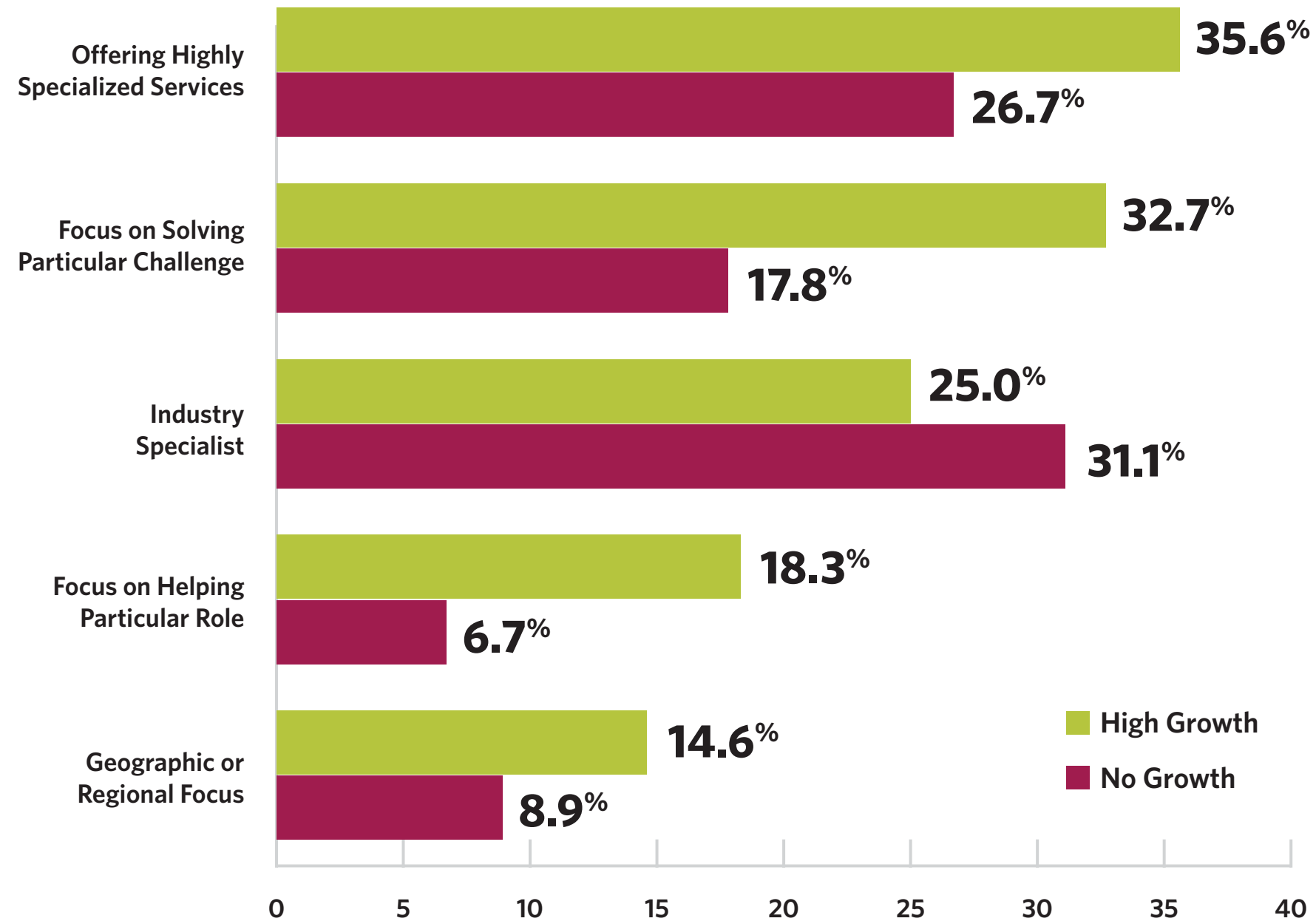


High growth firms are

22%

more likely to
be highly specialized.

Firm Specialization



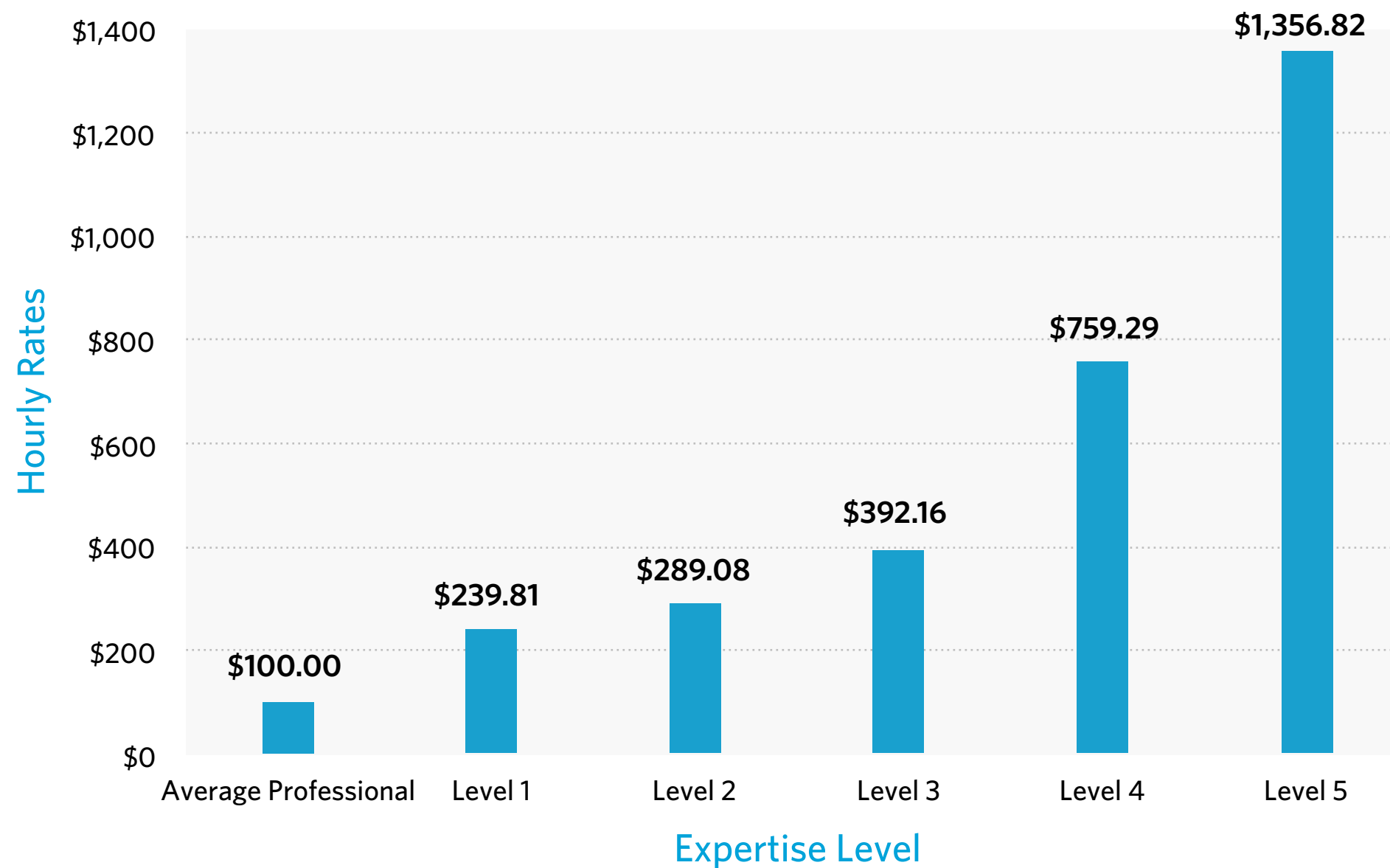
Benefits of Visible Expertise



The Benefits of a High-Visibility Firm

- More opportunities come to you
- Easier to close
- Faster growth
- Higher profits
- Greater valuation

Hourly Rates Buyers Will Pay for Visible Experts

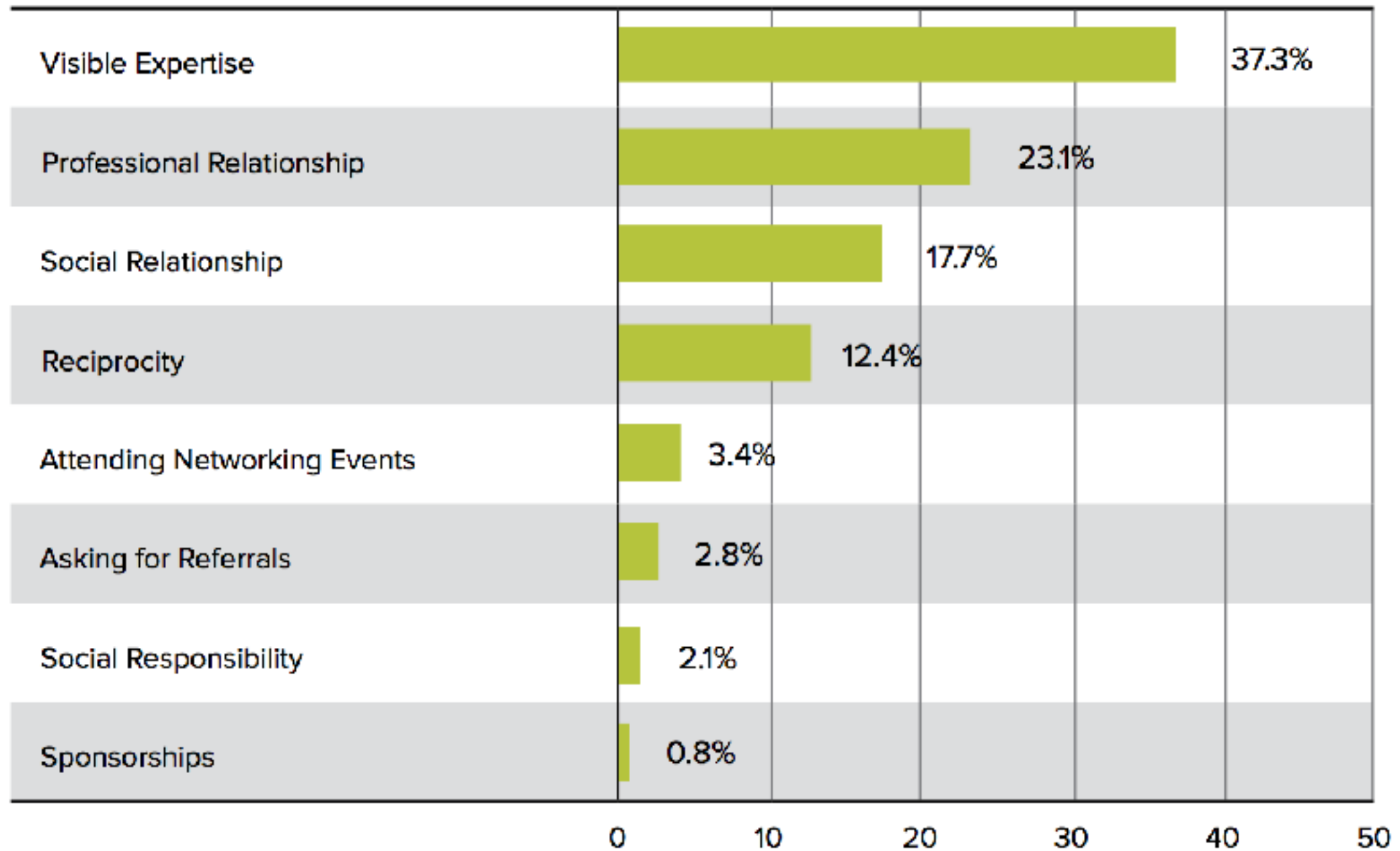


Source: *The Visible Expert*



Visible Expertise Drives Referrals

Factors that Increase Probability of Referrals



Source: *Rethinking Referral Marketing*

Going Beyond Traditional Client Referrals

81.5%

of firms have received a referral from
people **they have not worked with.**



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

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

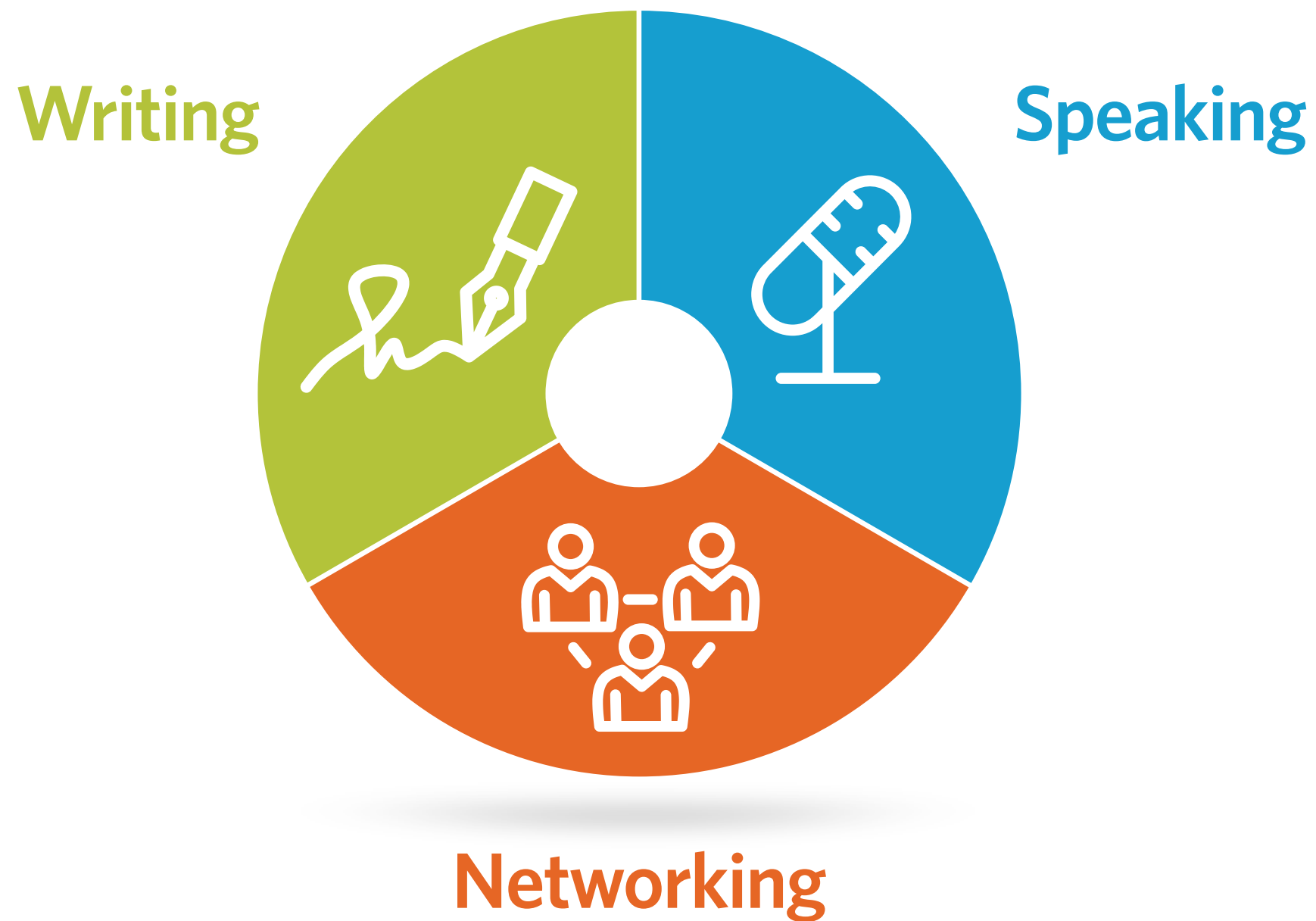


Expertise is Invisible

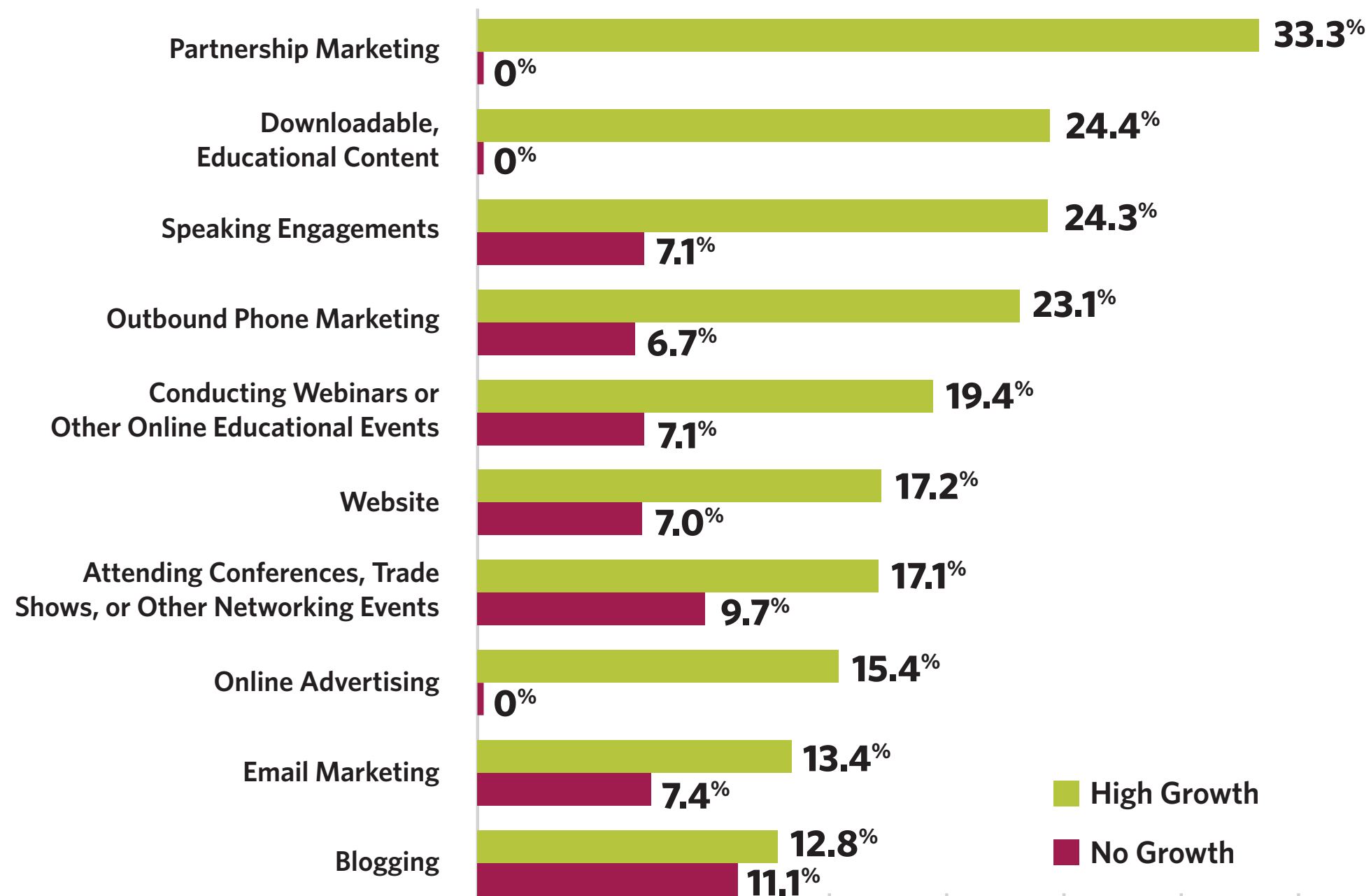


The Pillars of Marketing Expertise

Three Pillars of Professional Services Marketing



Techniques with Greatest Marketing Impact



Source: 2017 High Growth Study

Be Visible at Each Stage of the Buyer's Journey

Attract

Purpose

- Establish Marketplace Expertise
- Grow Database

Tactics

- Blog, Video
- Social media
- Speaking engagements
- Networking

Engage

Purpose

- Nurture and educate prospects and contacts
- stay top of mind through email and offers

Tactics

- Email marketing campaigns
- Webinars
- White papers, research, reports, case studies
- Grow Database

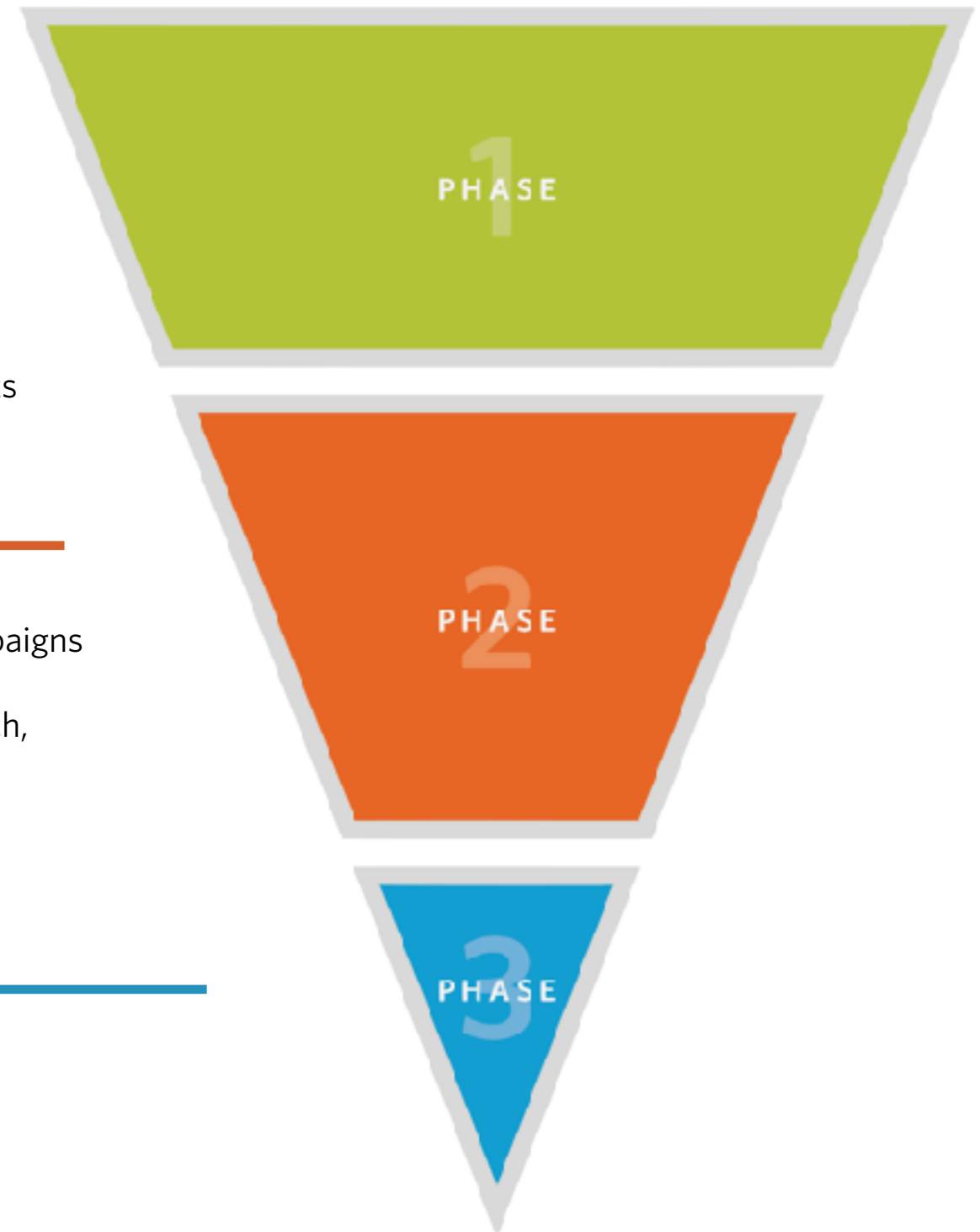
Convert

Purpose

- Convert prospects to meeting.

Tactics

- Consultations
- Demos



Balance your marketing approach by including both online and offline strategies.

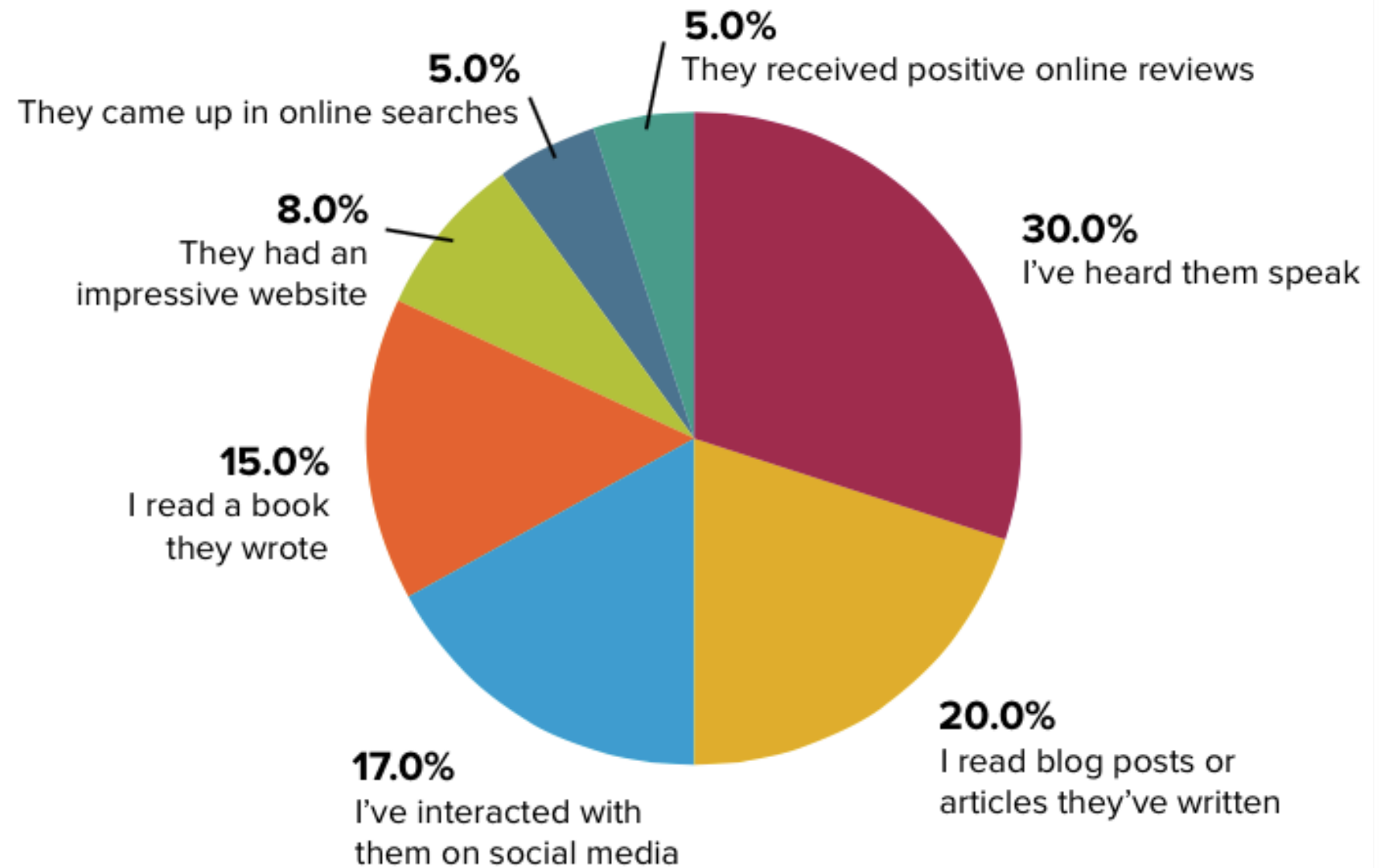
A person in a dark suit is seated at a desk, writing on a white document with a fountain pen. Their left hand rests on the desk near the document. The entire image is overlaid with a solid blue color. The text "Tips for positioning your firm as a thought leader" is written in white across the middle of the image.

Tips for positioning your firm as a thought leader

Consider the Data

*know the most convincing arguments for
your expertise*

1



Source: *How Buyers Buy: Inside the Buyer's Brain*

Consider the Technique

2

**Top 3 most effective tools
in high growth firms**

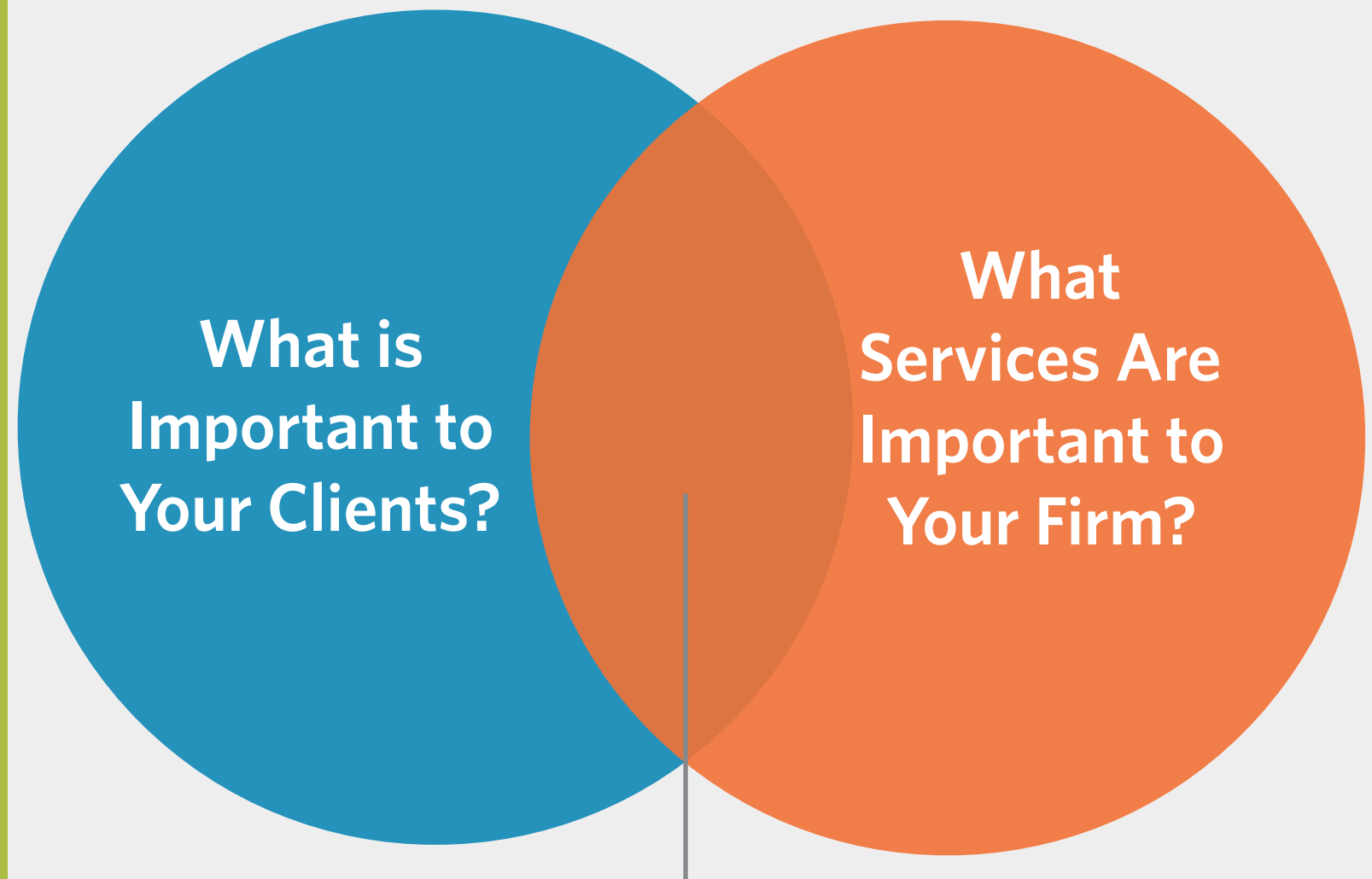
1. Partnership Marketing

2. Downloadable Content

3. Speaking

Focus Your Content

3



***Focus on
These Issues***

Types of Educational Content

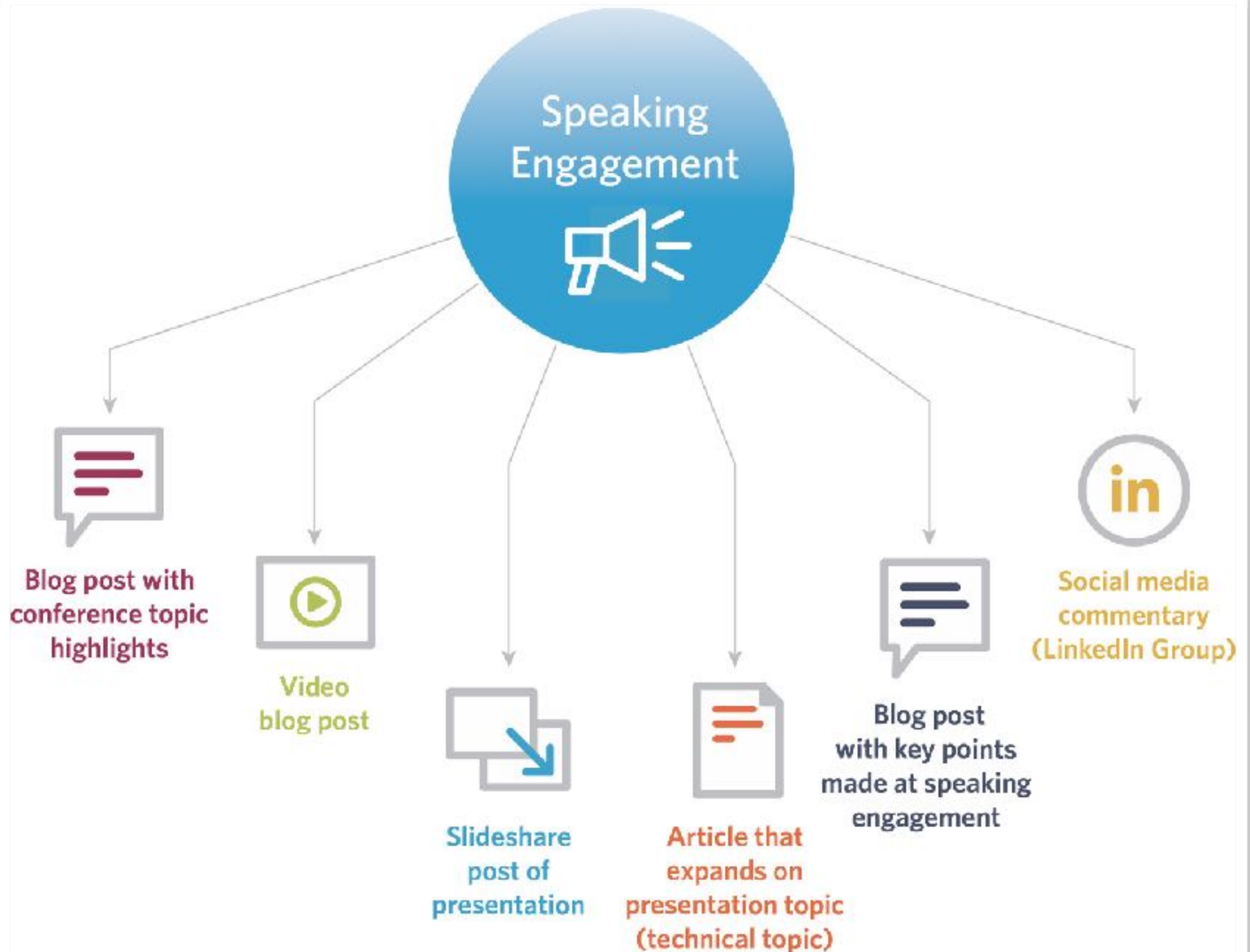
- ① Shareable Content
- ② Downloadable Content



What does shareable content achieve?

Encourages others to link to (share) your content
which in turn drives **traffic** and boosts **website authority**.

Repurpose Your Content



Activate Your Inner
Social Butterfly

4

***Social media is the online
version of networking with
fewer restrictions...***

No scheduling conflicts

No geographic barriers

No expensive travel

59.9%

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

Source: Referral Marketing for Professional Services Firms

17.0%

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

Source: Referral Marketing for Professional Services Firms

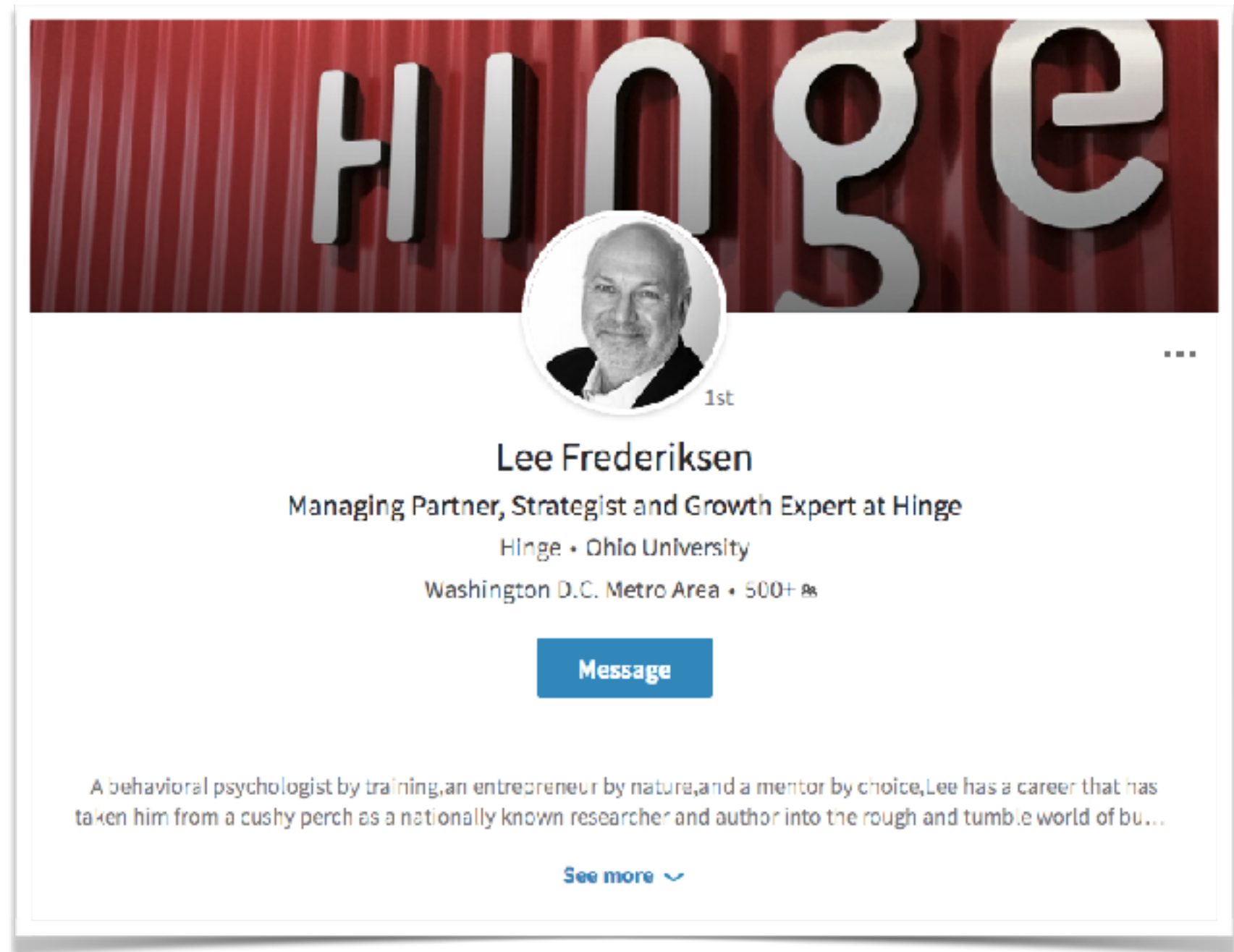
Millennials' Revenge

18.2%

of referral makers 25-34 years old won't refer
a provider who is **not on social media**.

Headline your expertise

5



Make it Easy

6



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Public Speaking by Lee Frederiksen

Lee Frederiksen, Ph.D., is an award winning marketer, Visible Expert®, and renowned business strategist who helped pioneer the field of research-driven marketing. A rare combination of businessman and research scientist, Lee draws on his Ph.D. in behavioral psychology and his entrepreneurial experience as CEO of three successful firms to help clients achieve high growth and profitability. His research also forms the basis for his six highly acclaimed books on the topics of organizational growth, marketing, and business strategy.

Interested in having Lee speak at your next event? Please [click here](#) and fill out the short information request form, and we will contact you promptly.

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Director of Organizational Development at The Foth Companies

"Lee has a way of drawing in the audience until they are on the edge of their seats."

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Deputy Executive Director

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ERINN L. KESERICA

Former Regional Marketing Manager, Cherry Bekaert, LLP

Speaker Introduction

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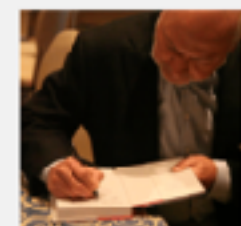
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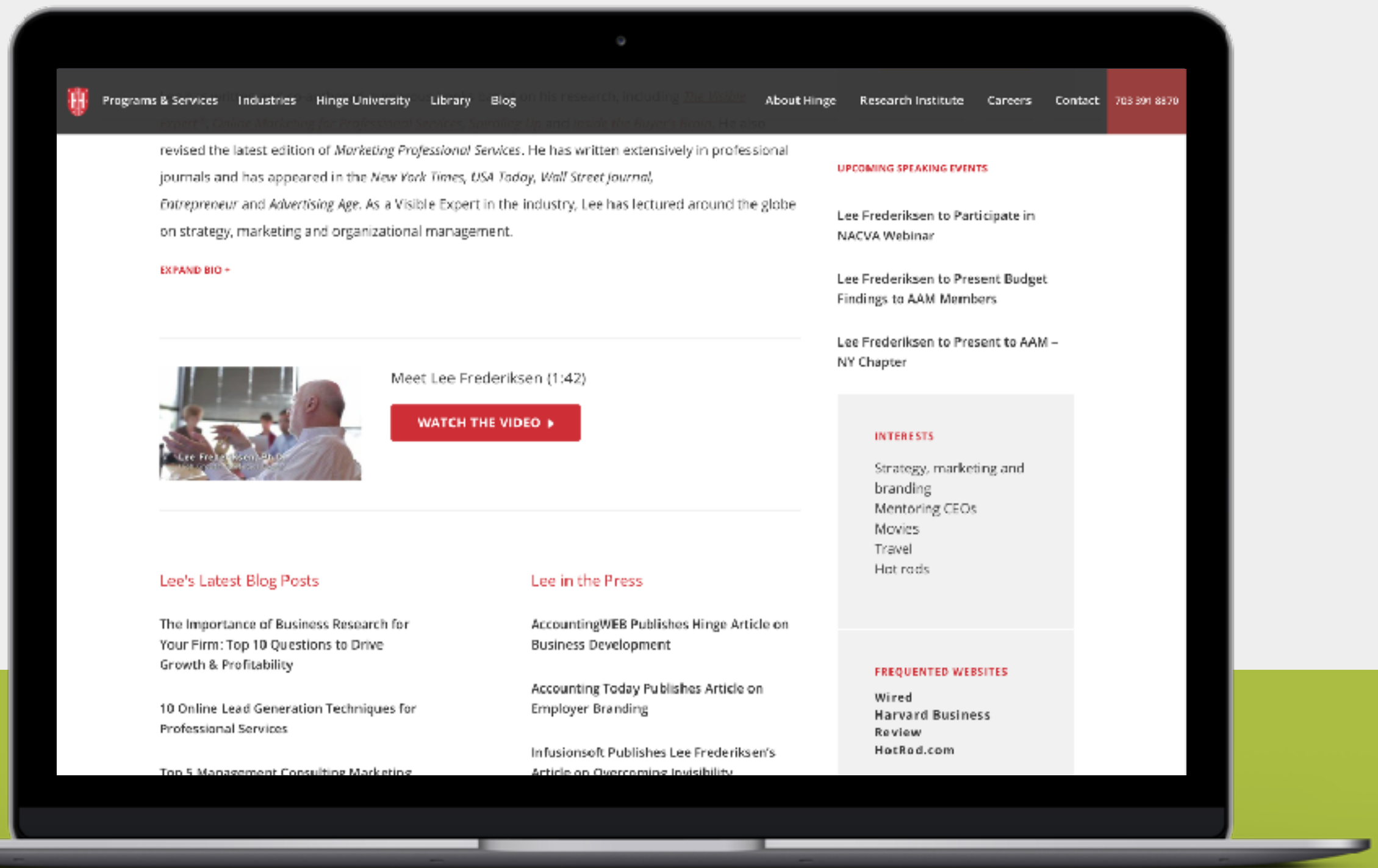


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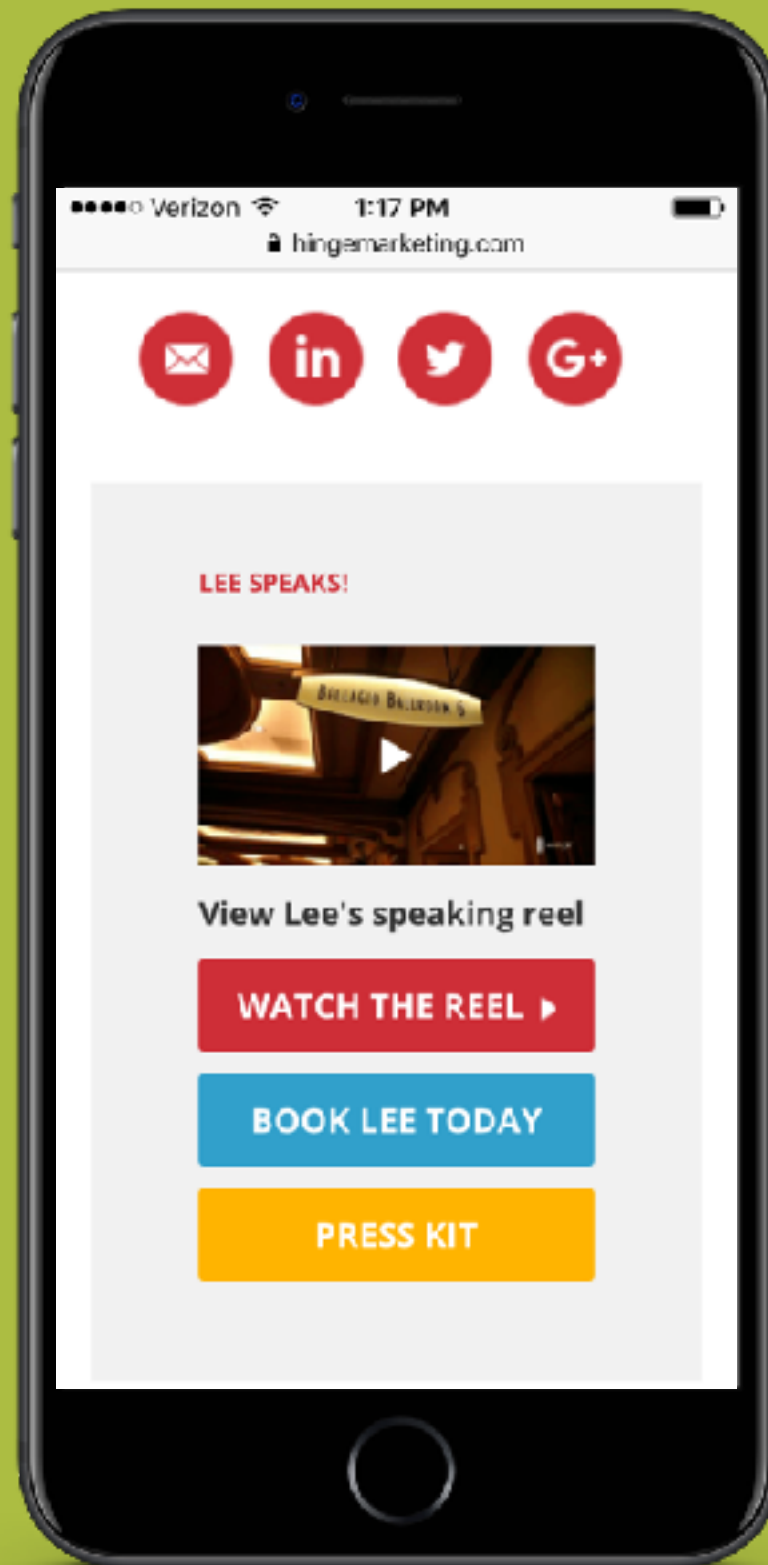


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Free Expertise Profile Consultation:

- > Your current area of expertise
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- > Steps to increase your visibility



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Thank you! Questions?

Elizabeth Harr




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Thank You

