

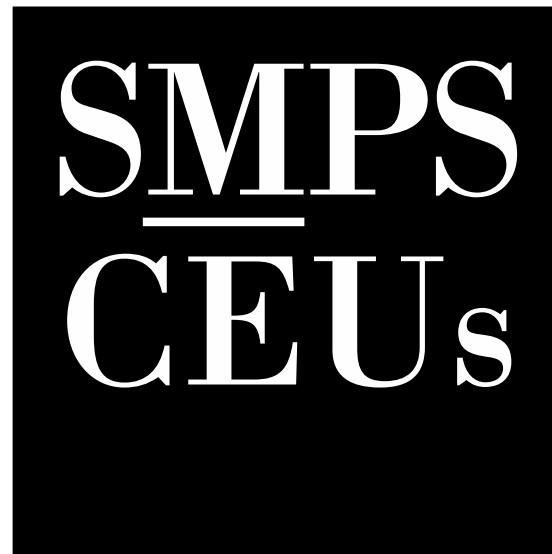
The True Secret of High-Growth Firms

Presented by Lee Frederiksen and John Tyreman



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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)



John Tyreman

Research Manager

jtyreman@hingemarketing.com

Connect with me on LinkedIn:

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

Connect on Twitter:

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

Agenda

- About the Research
- Industry Growth Profile
- Meet the High-Growth Firms
- The High-Growth Perspective
- High-Growth Strategies
- High-Growth Marketing



Acknowledgements

We would like to thank the following organizations. Without the support of their staff and members, this study would not have been possible.

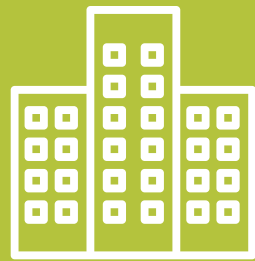


About the Research



The 2018 High Growth Study is the most comprehensive study of its kind.

Now in its third year, the 2018 High Growth Study was created by Hinge to provide detailed insight into how professional services firms go to market.



Over

1,000

participating firms



Over

**\$176
BILLION**

combined revenues



Over

**ONE
MILLION**

full-time employees

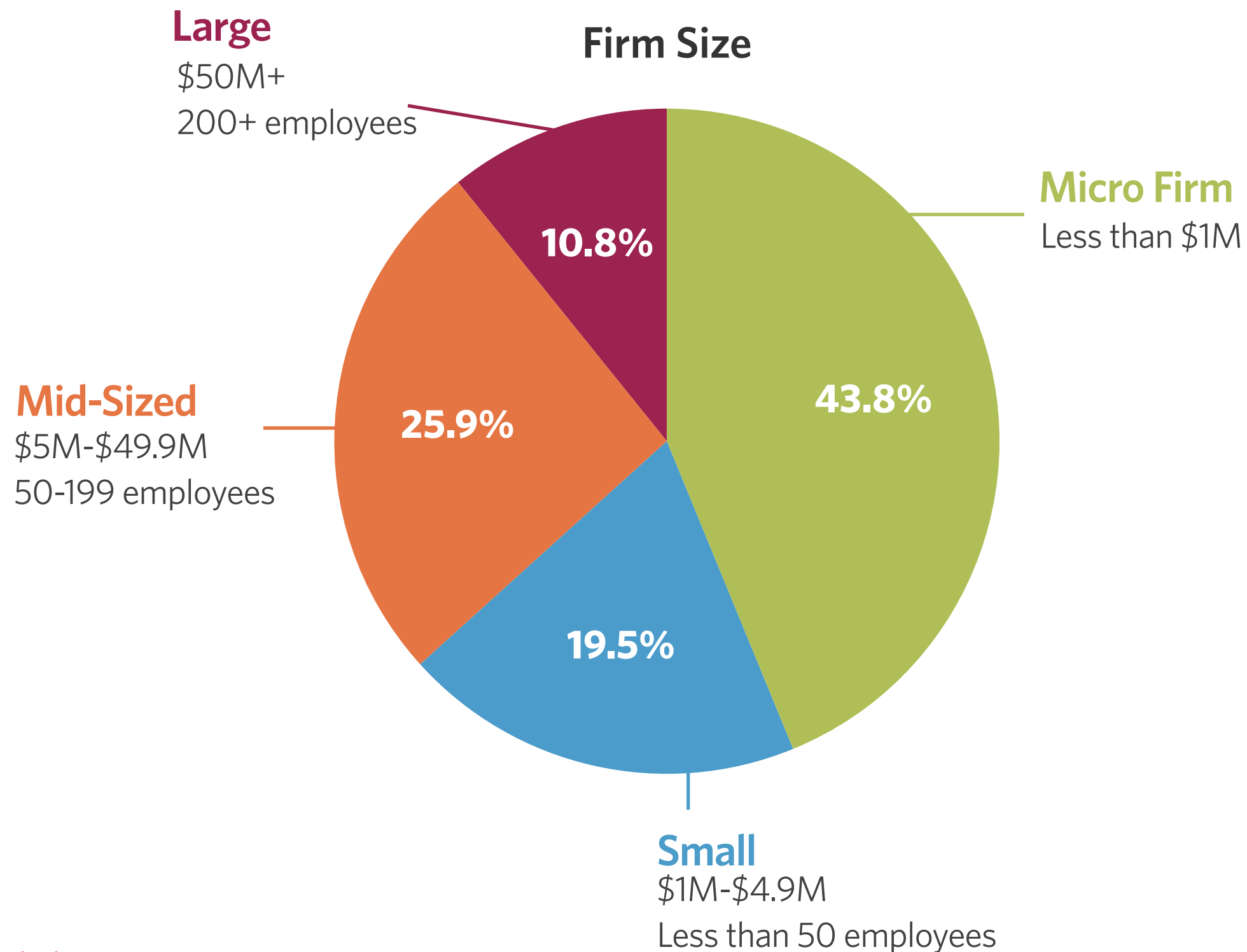


Over

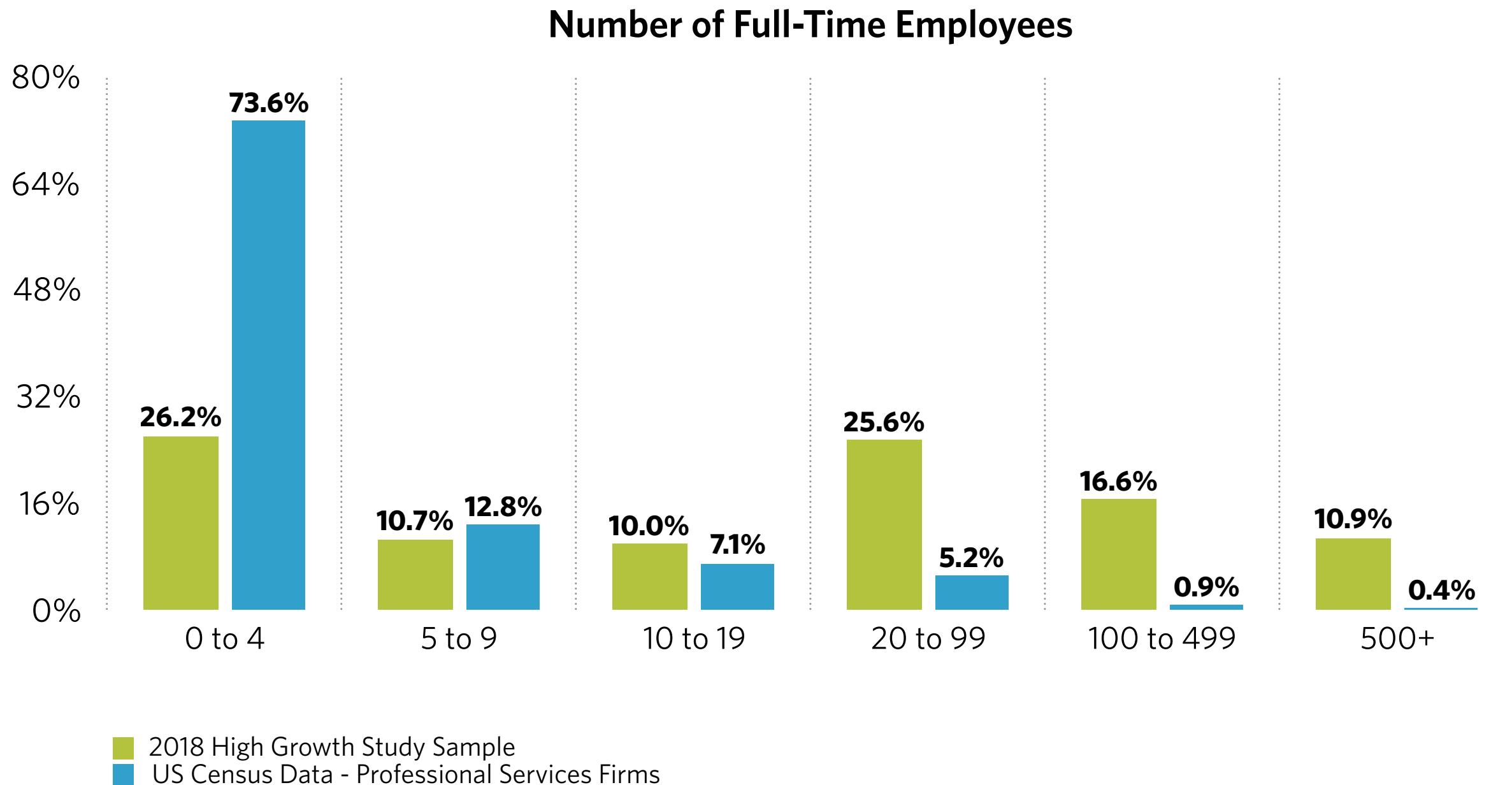
**\$20
BILLION**

in marketing budgets

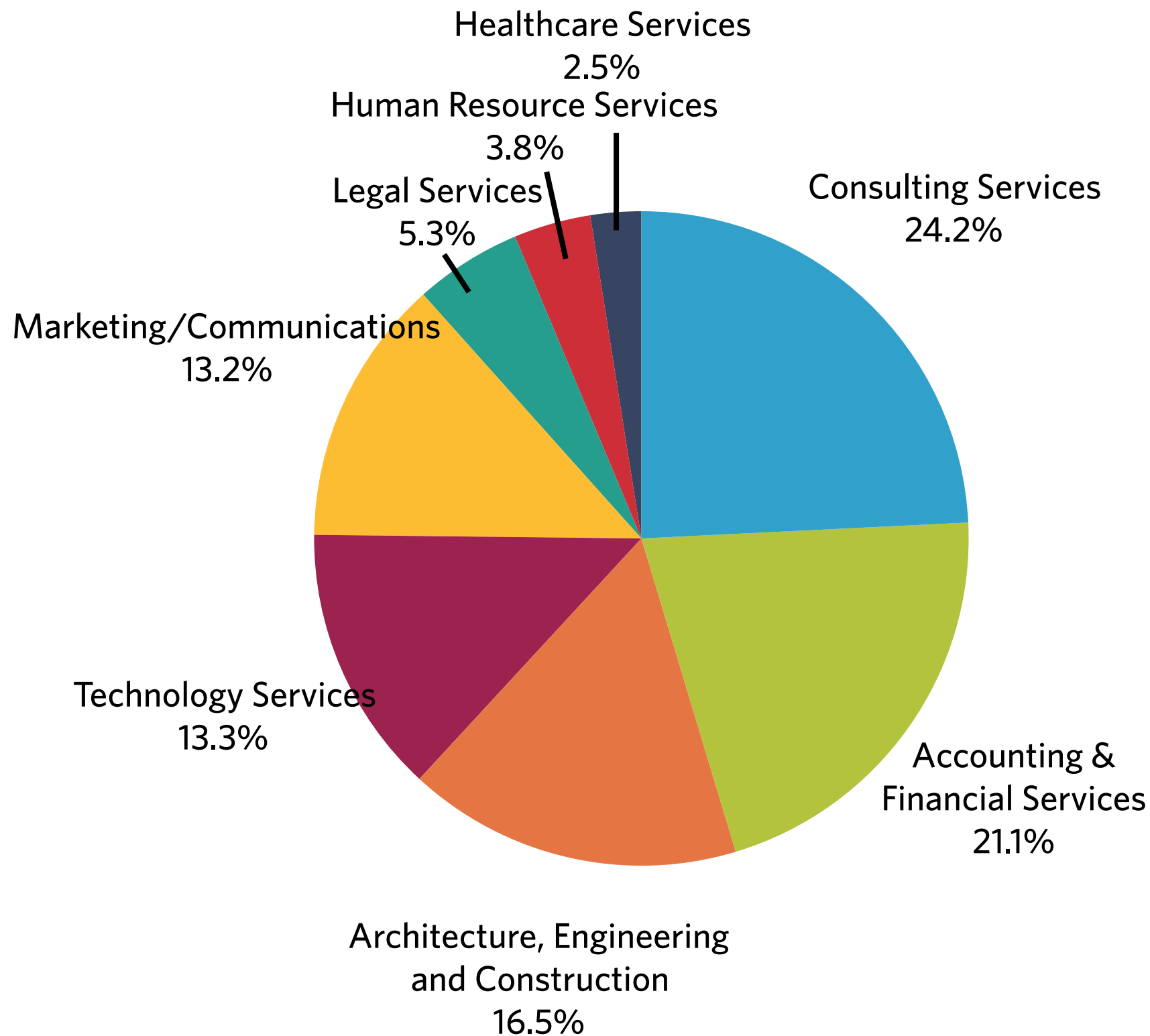
The sample includes firms of all sizes.



The sample is representative of the professional services marketplace.



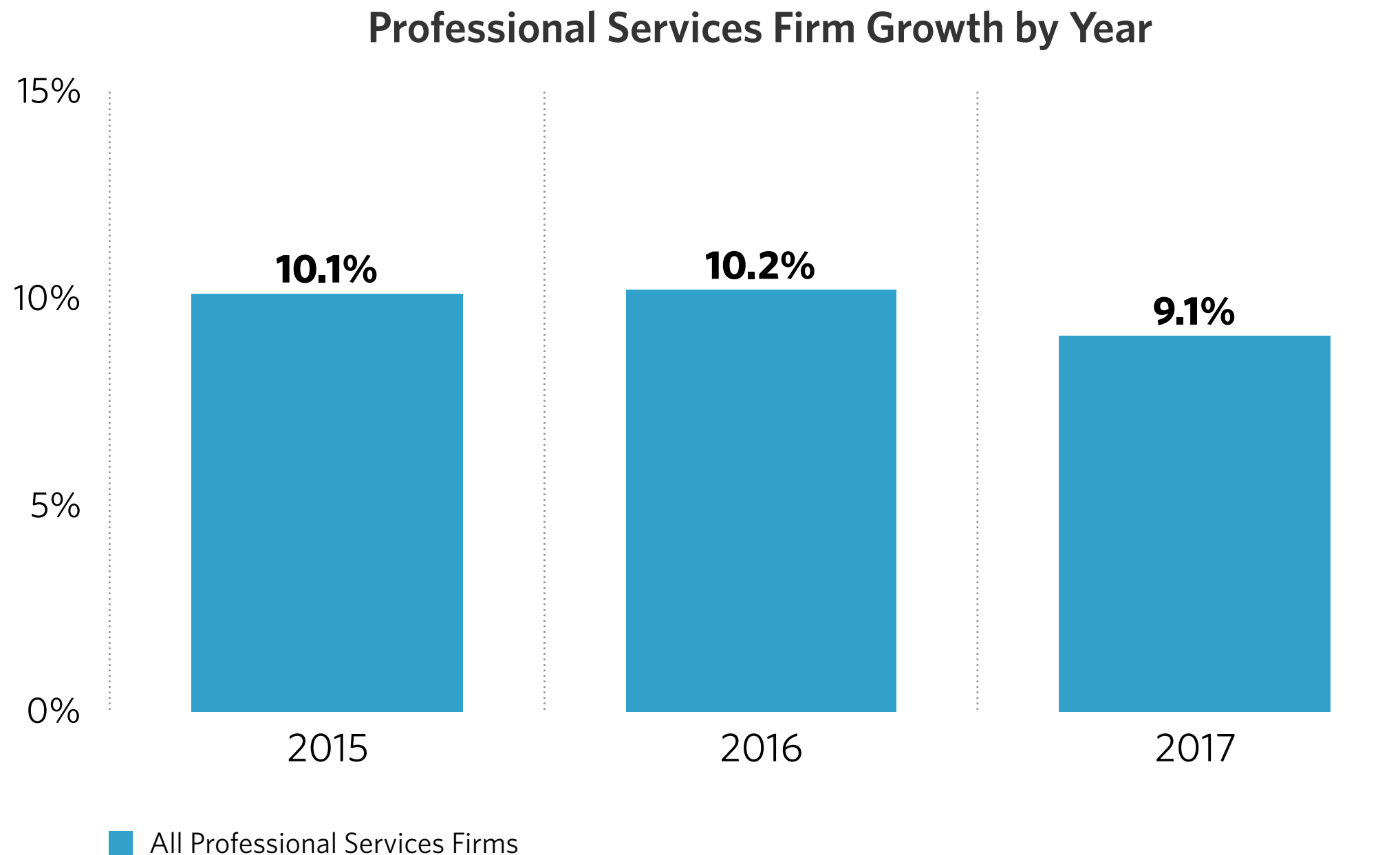
Professional services firms from all industries are represented.



Industry Growth Profile

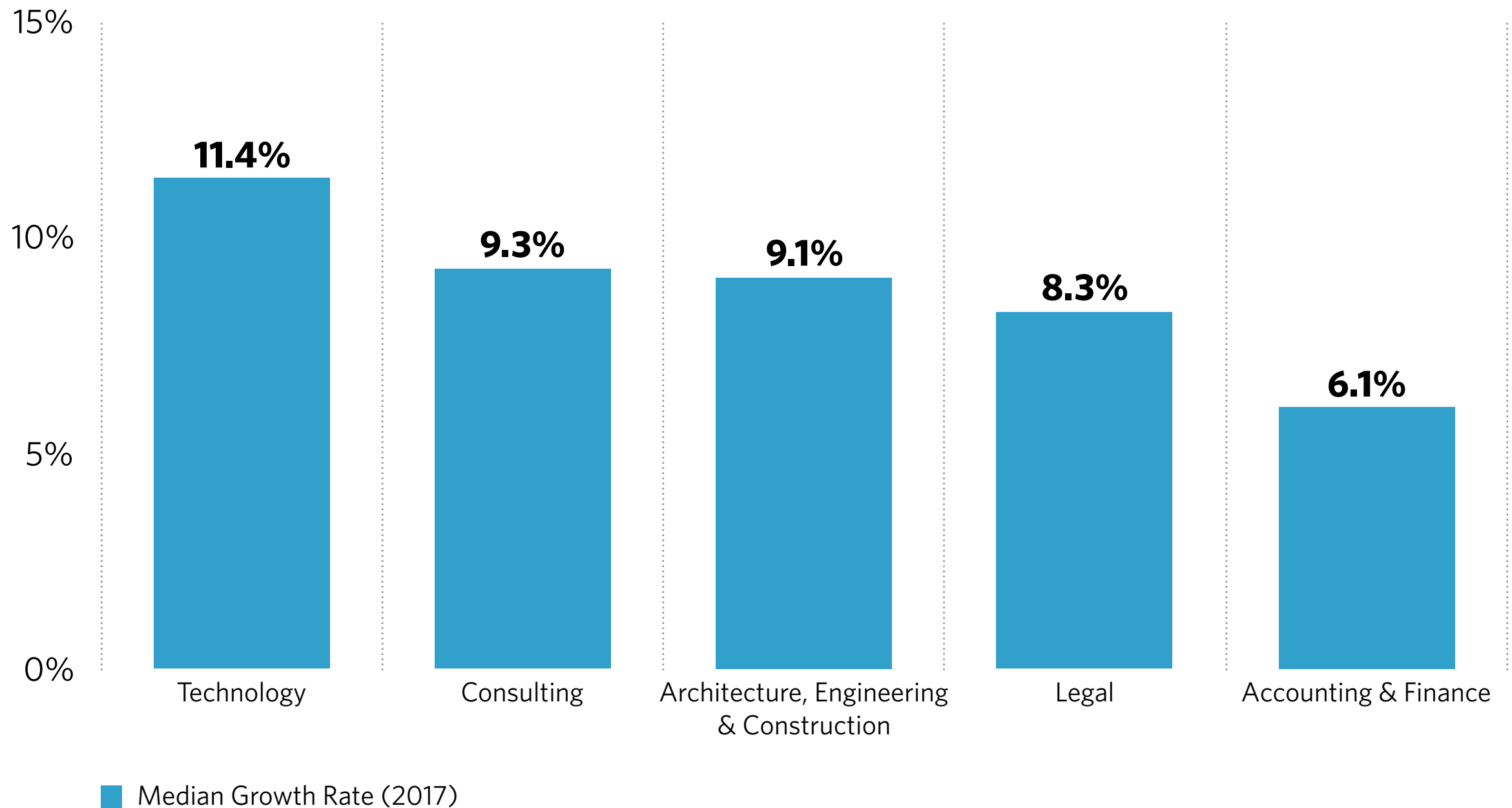


Growth across all professional services slowed in 2017.



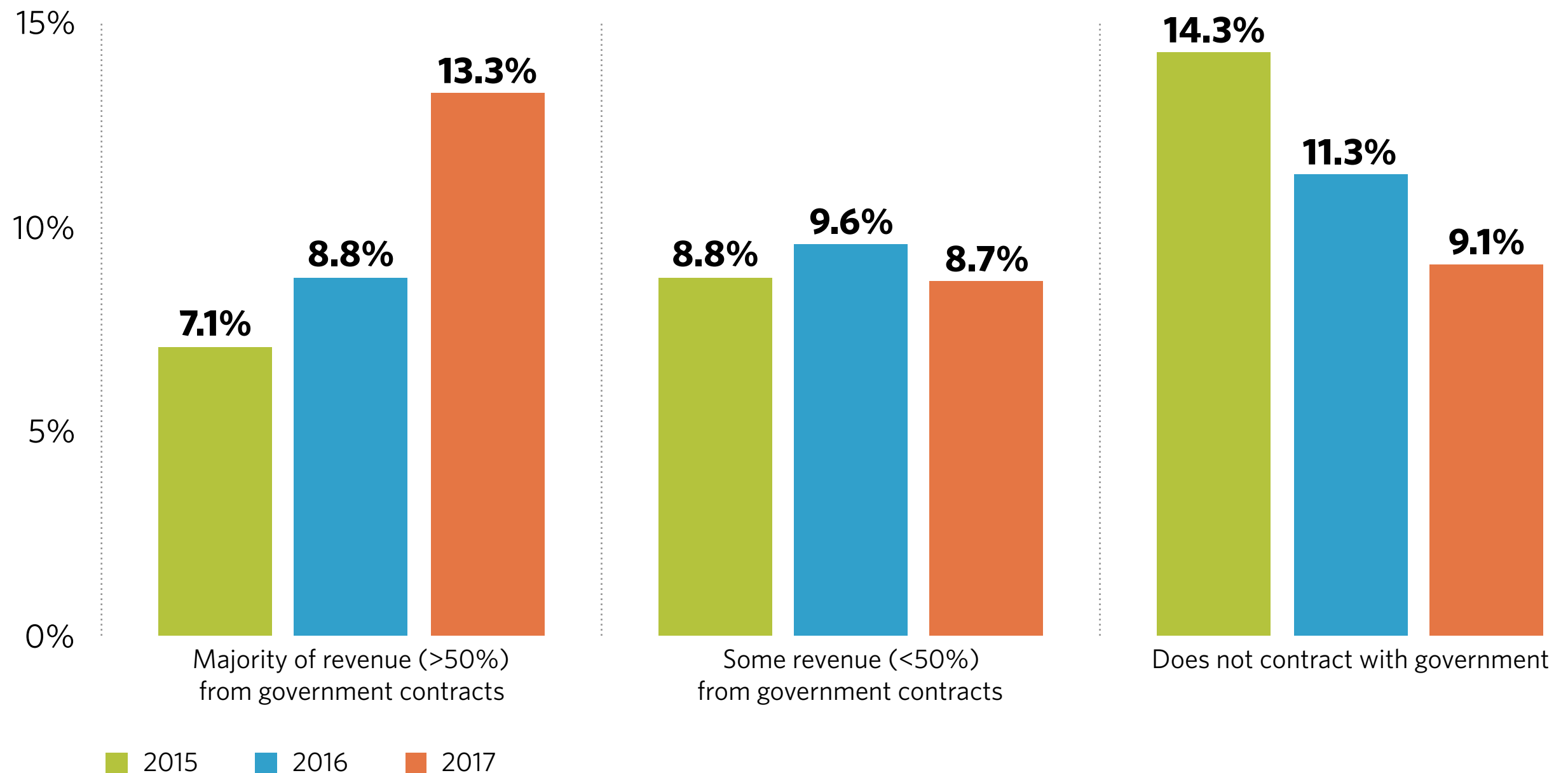
2017 growth rates varied by industry.

2017 Median Growth by Professional Services Industry



Growth at firms selling primarily to the government outpaced those selling to non-government buyers.

Median Annual Growth by Level of Government Contracts

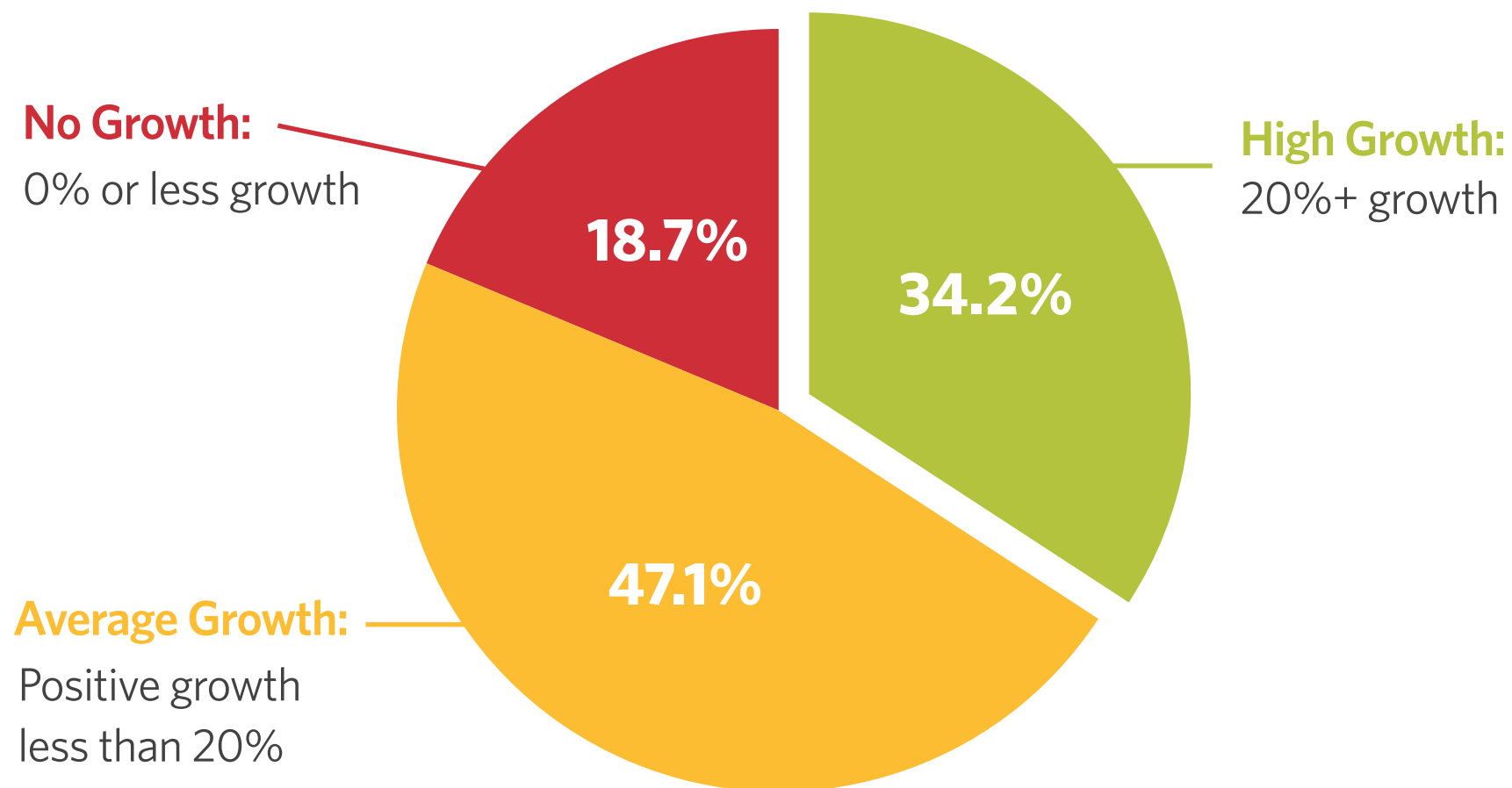


Meet the High-Growth Firms



There is a segment of firms that have a significantly higher growth rate than their peers.

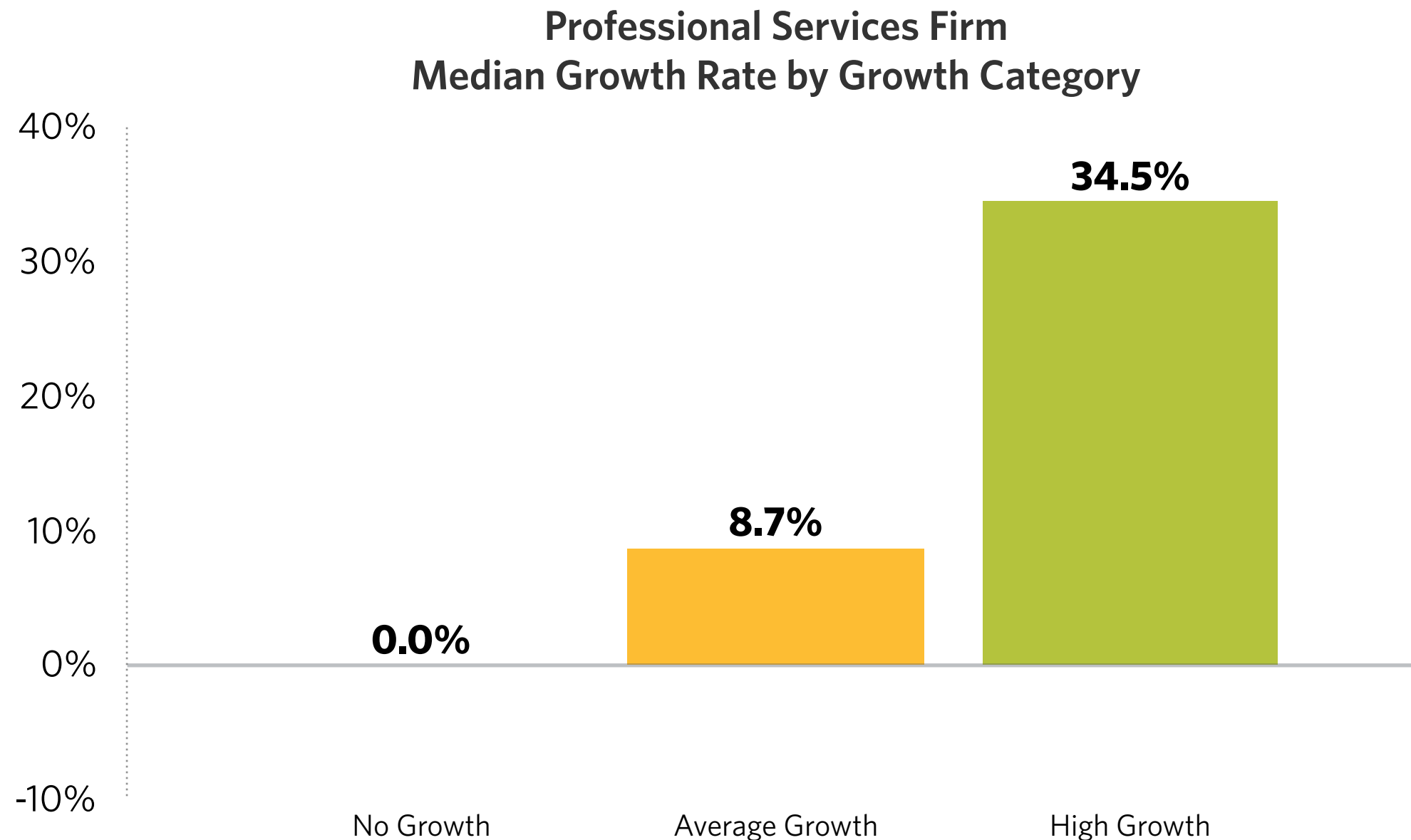
Professional Services Firms by Growth Category



How do we define High-Growth firms?

High-Growth firms as those that experienced 20% or greater compound annual growth in revenue over a three-year period.

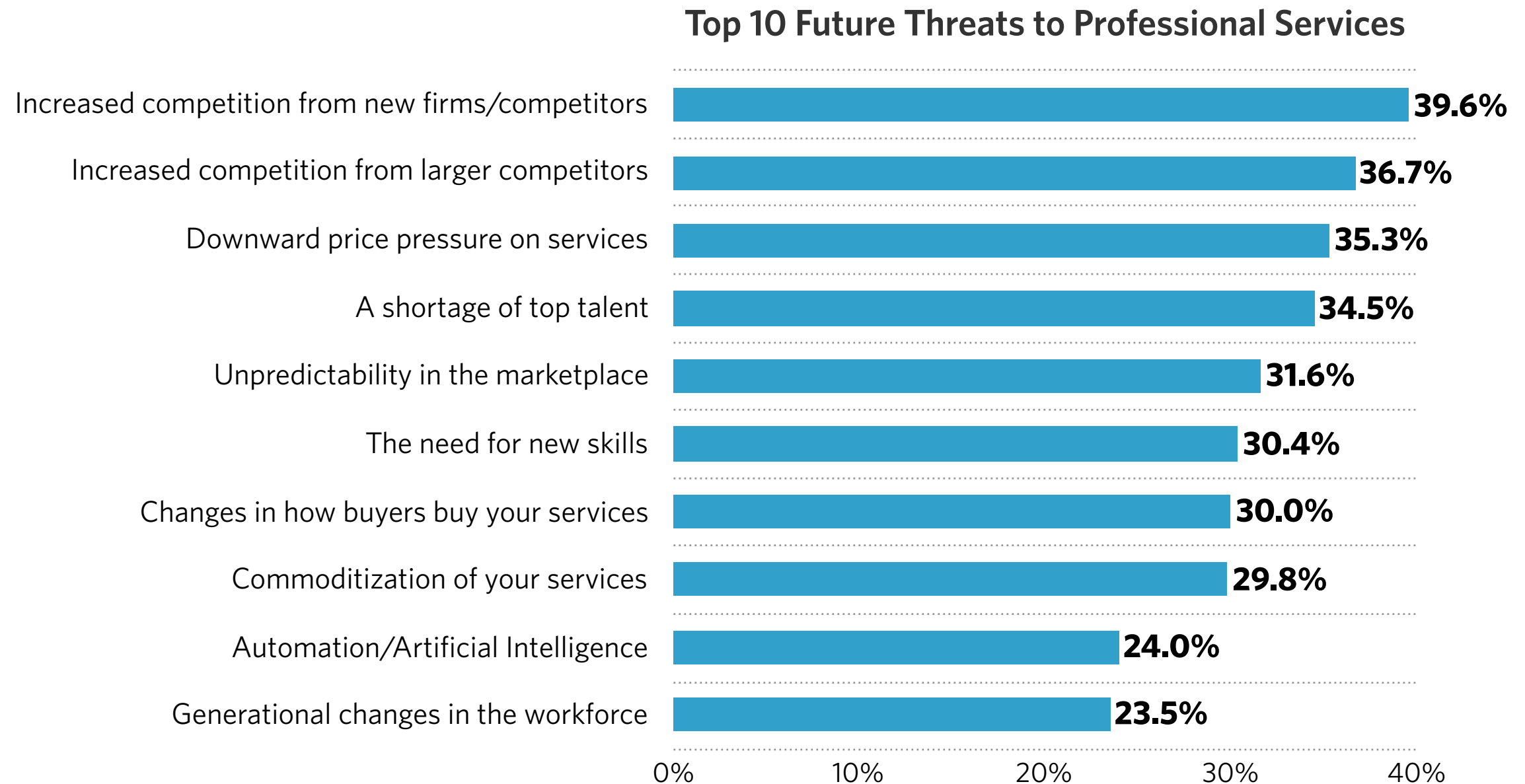
Among the High-Growth cohort, the median annual growth rate is more than 34%.



The High-Growth Perspective

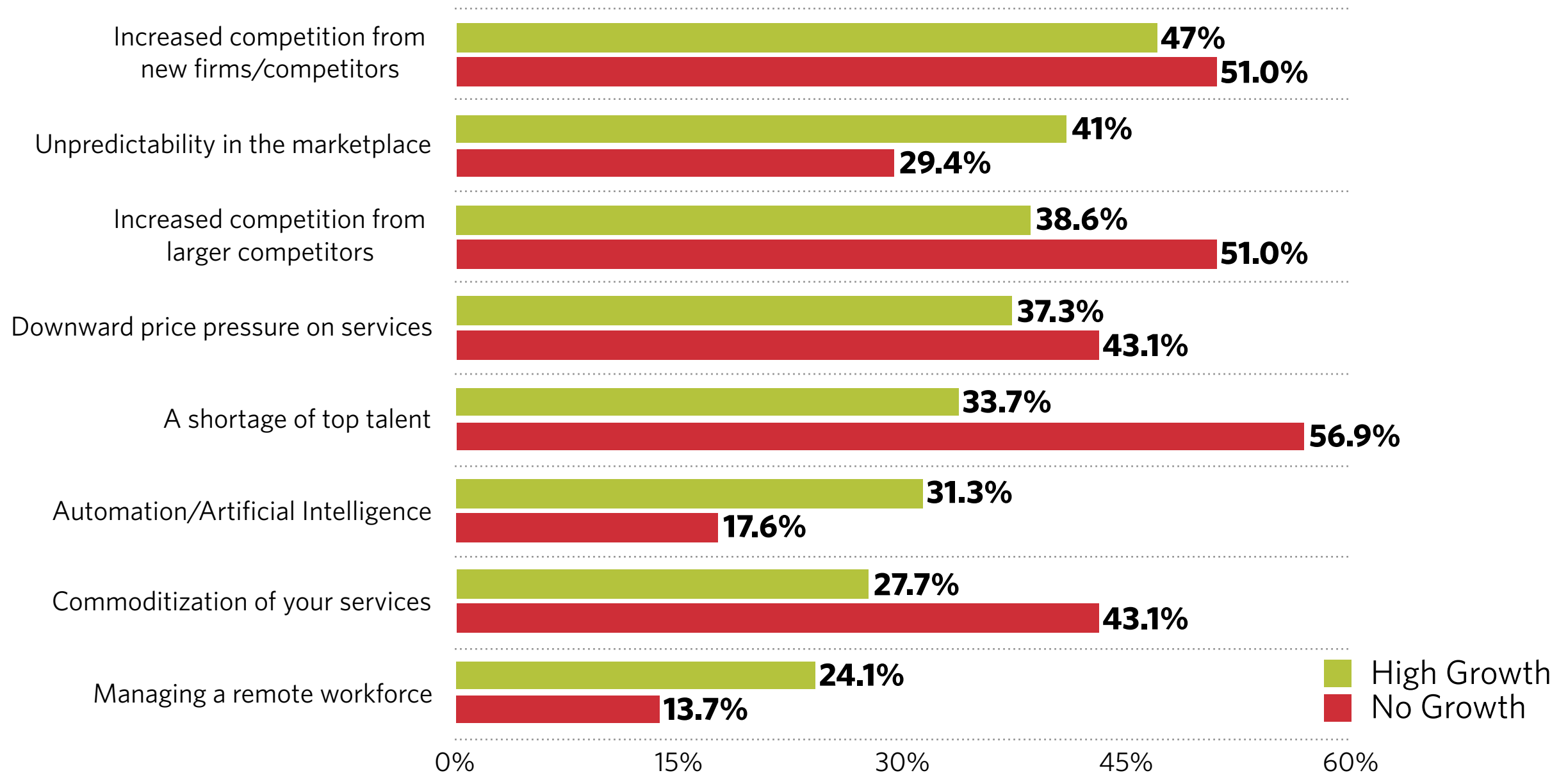


Firms anticipate a range of threats in the future.



High-Growth firms see future threats very differently than their No-Growth peers.

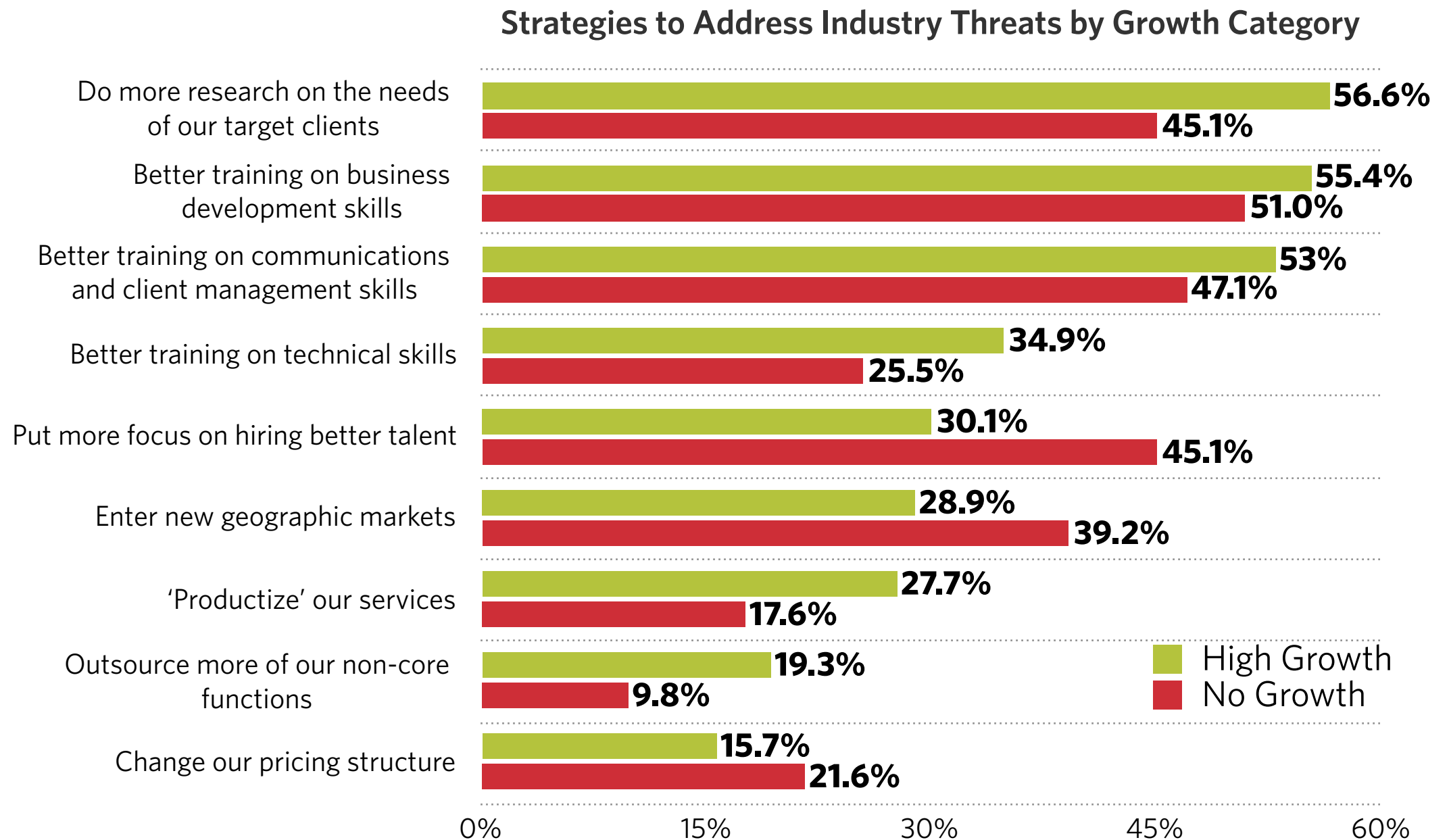
Future Outlook for the Professional Services Market by Growth



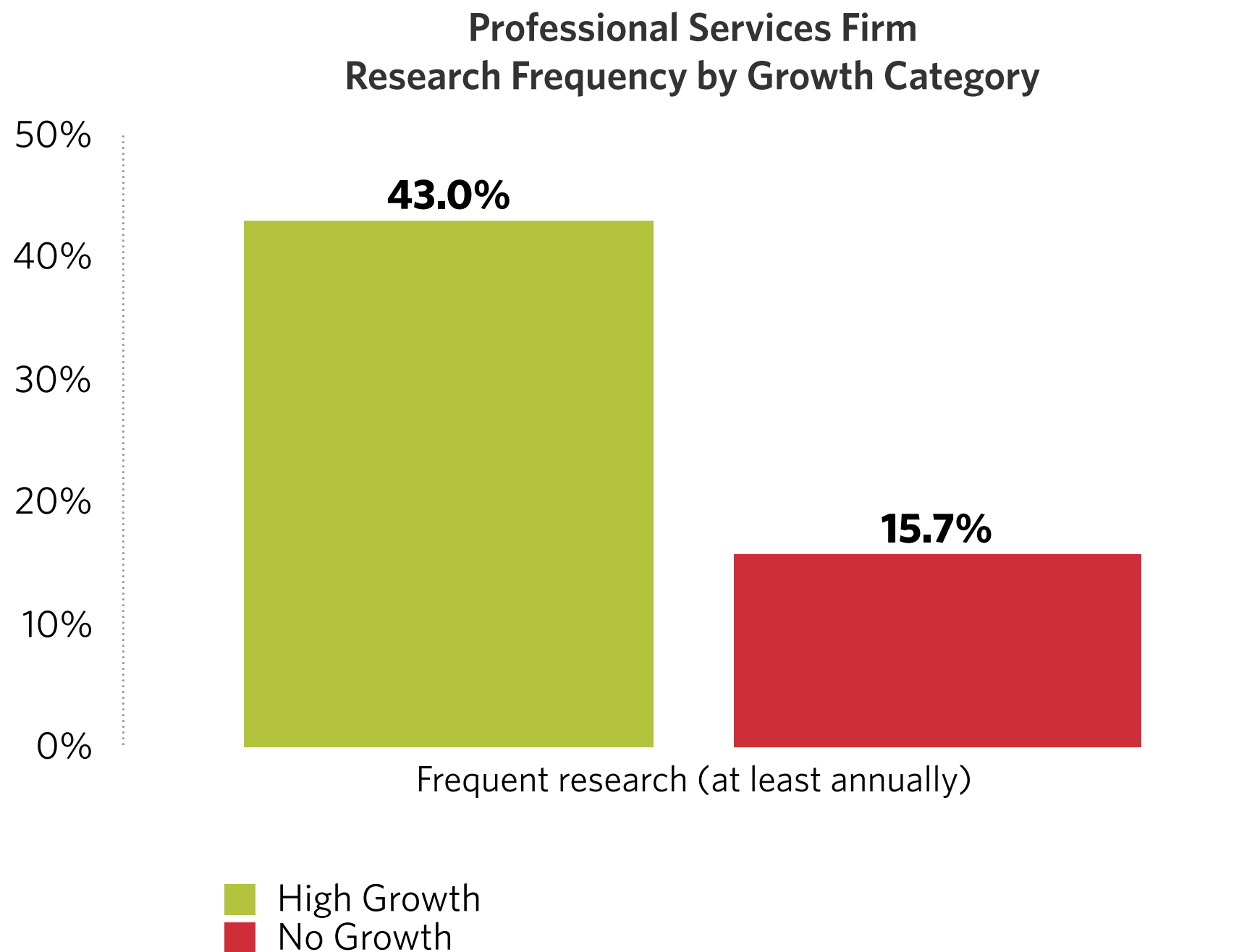
High-Growth Strategies



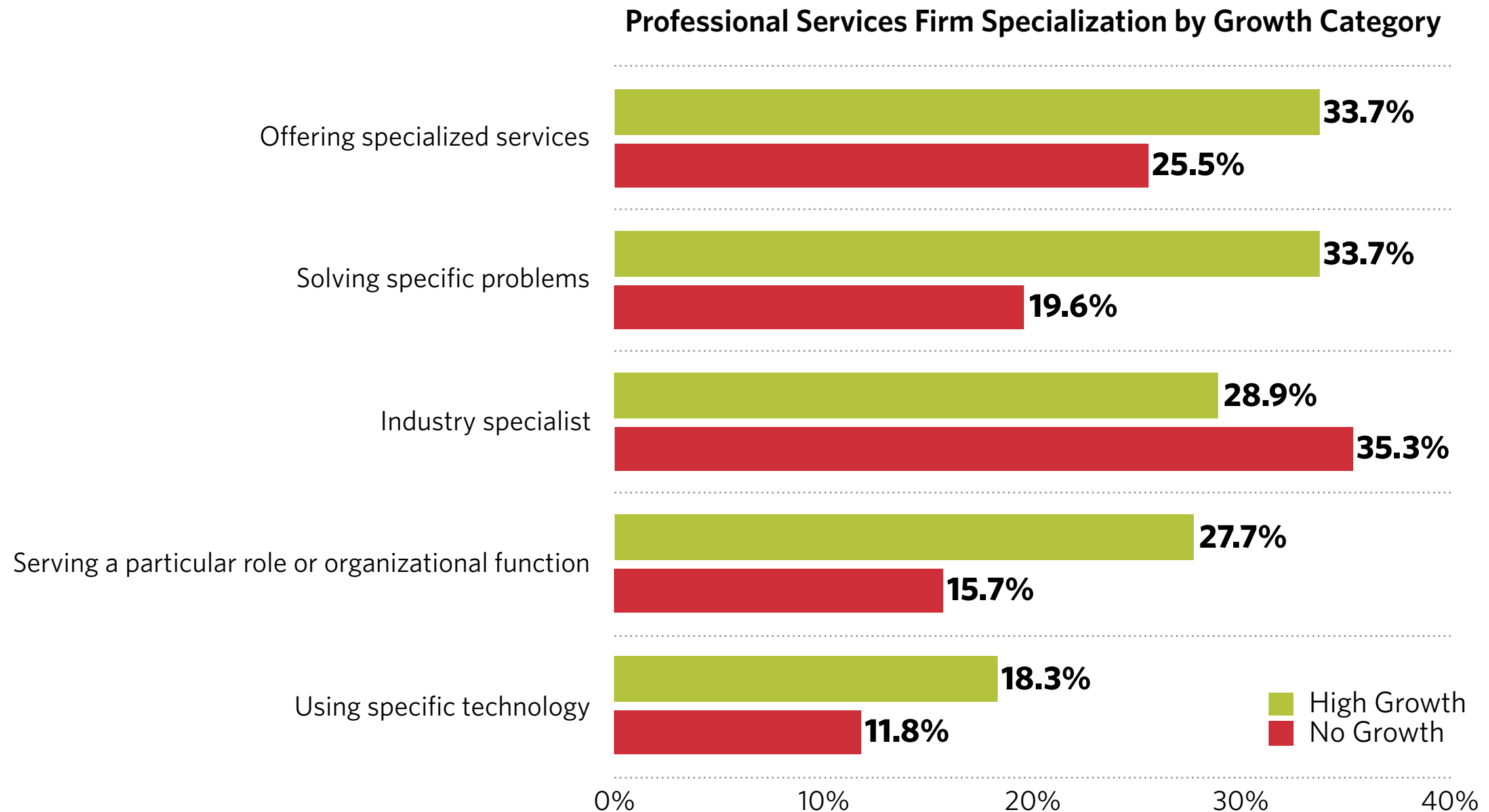
High-Growth firms have very different strategies to address future threats.



High-Growth firms are nearly 3X more likely to conduct frequent research on their target market.



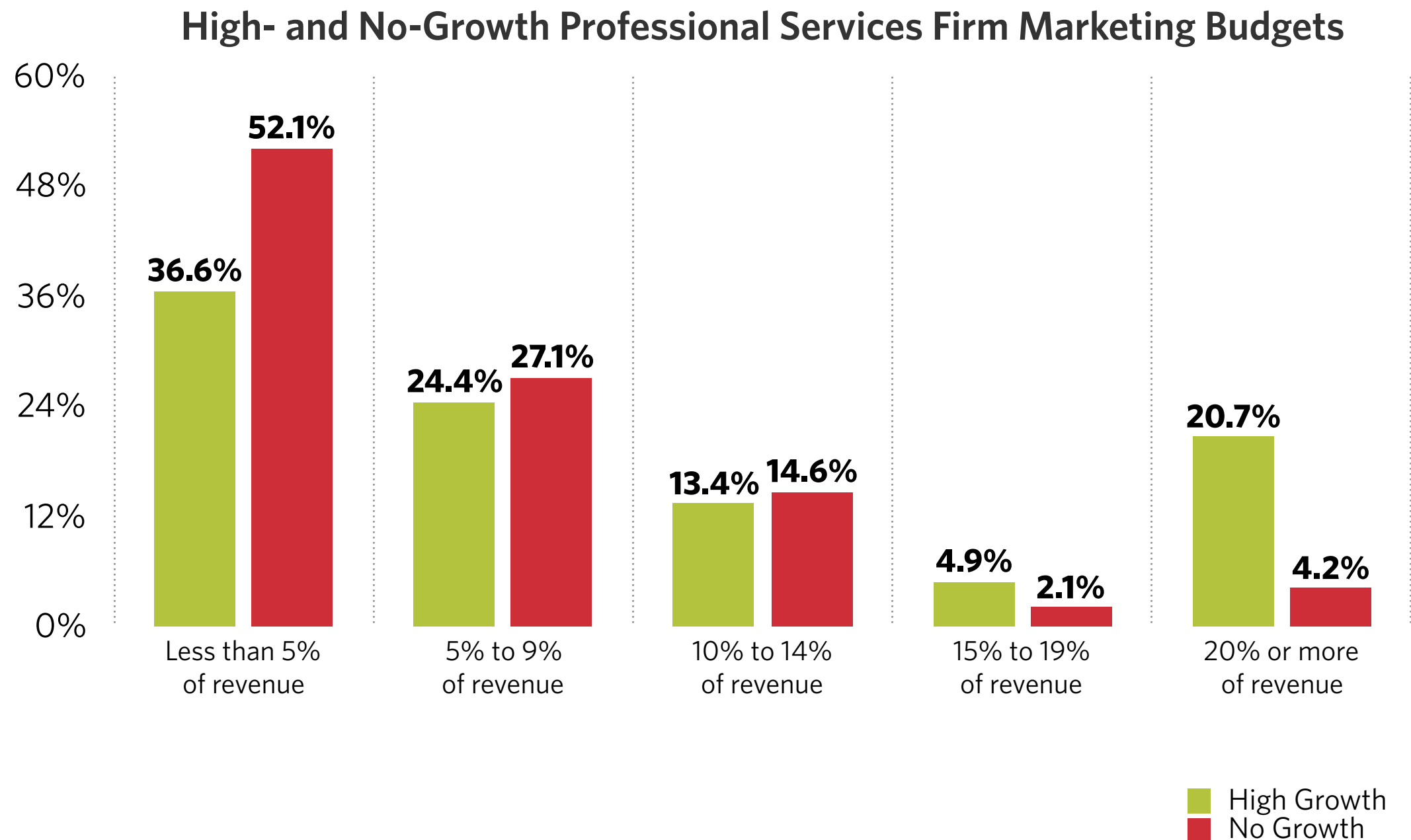
High-Growth firms are much more likely to be highly specialized.



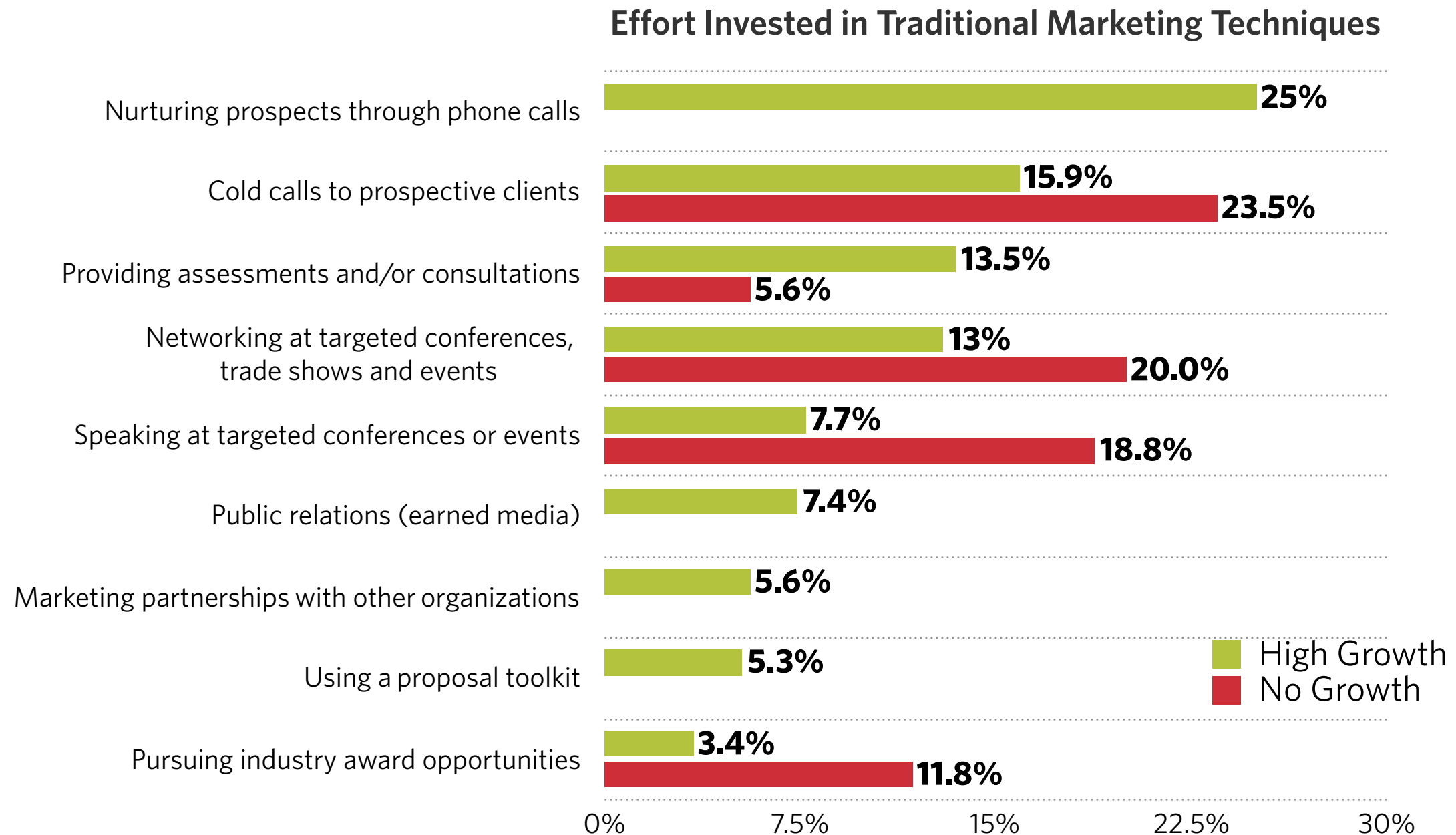
High-Growth Marketing



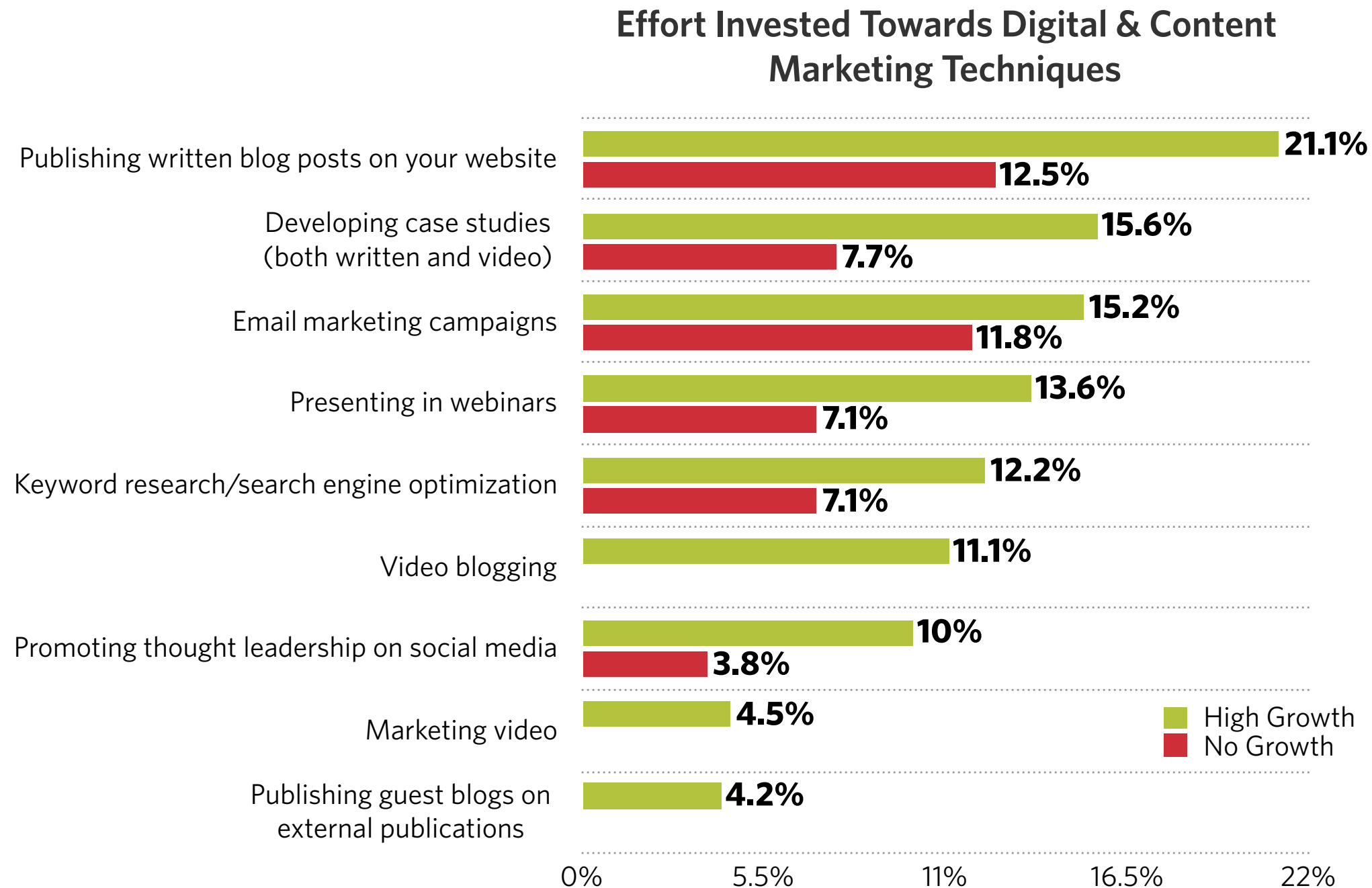
For the first time in 10 years, High-Growth firms outspent No-Growth firms in marketing.



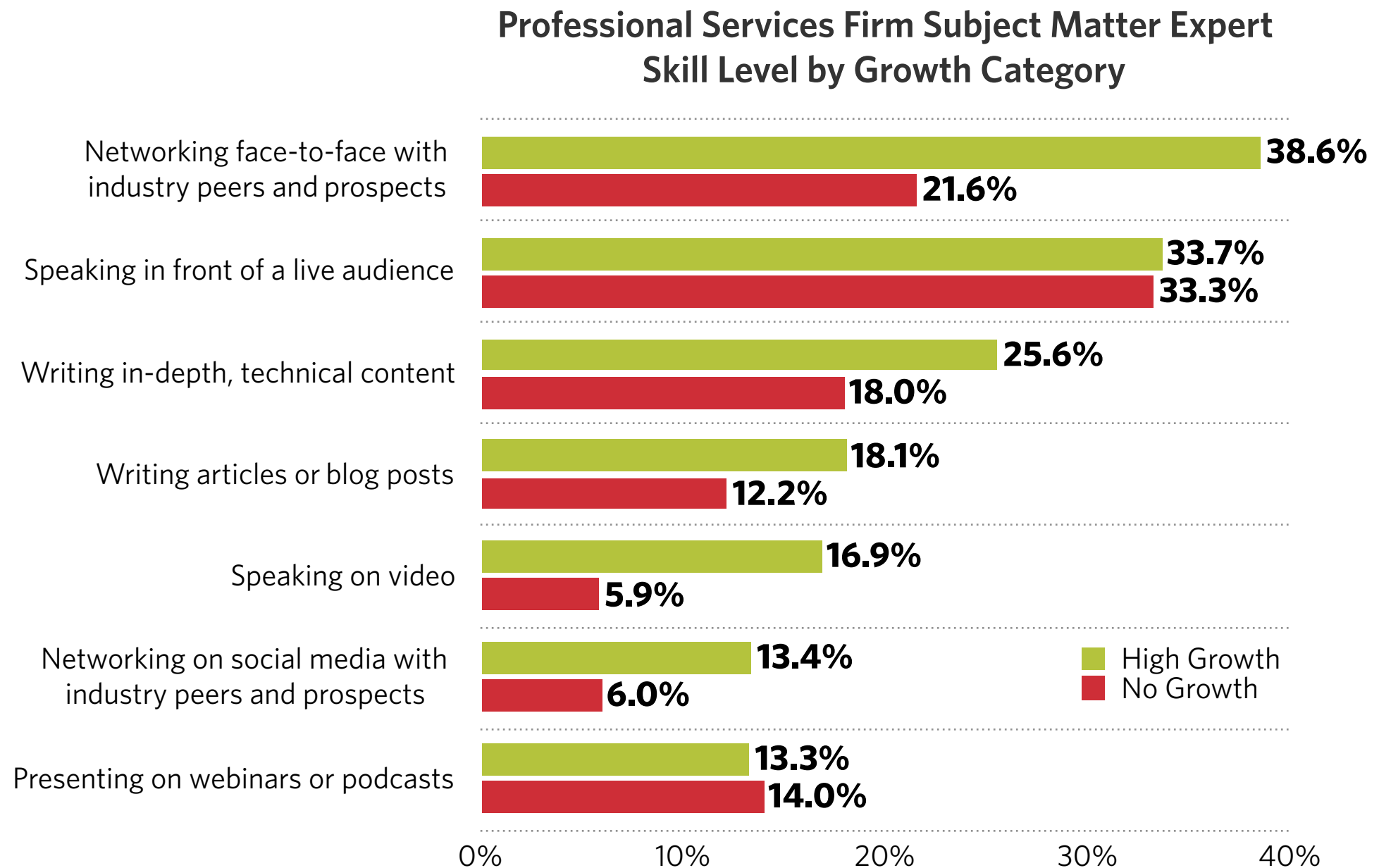
High-Growth firms invest differently in traditional marketing.



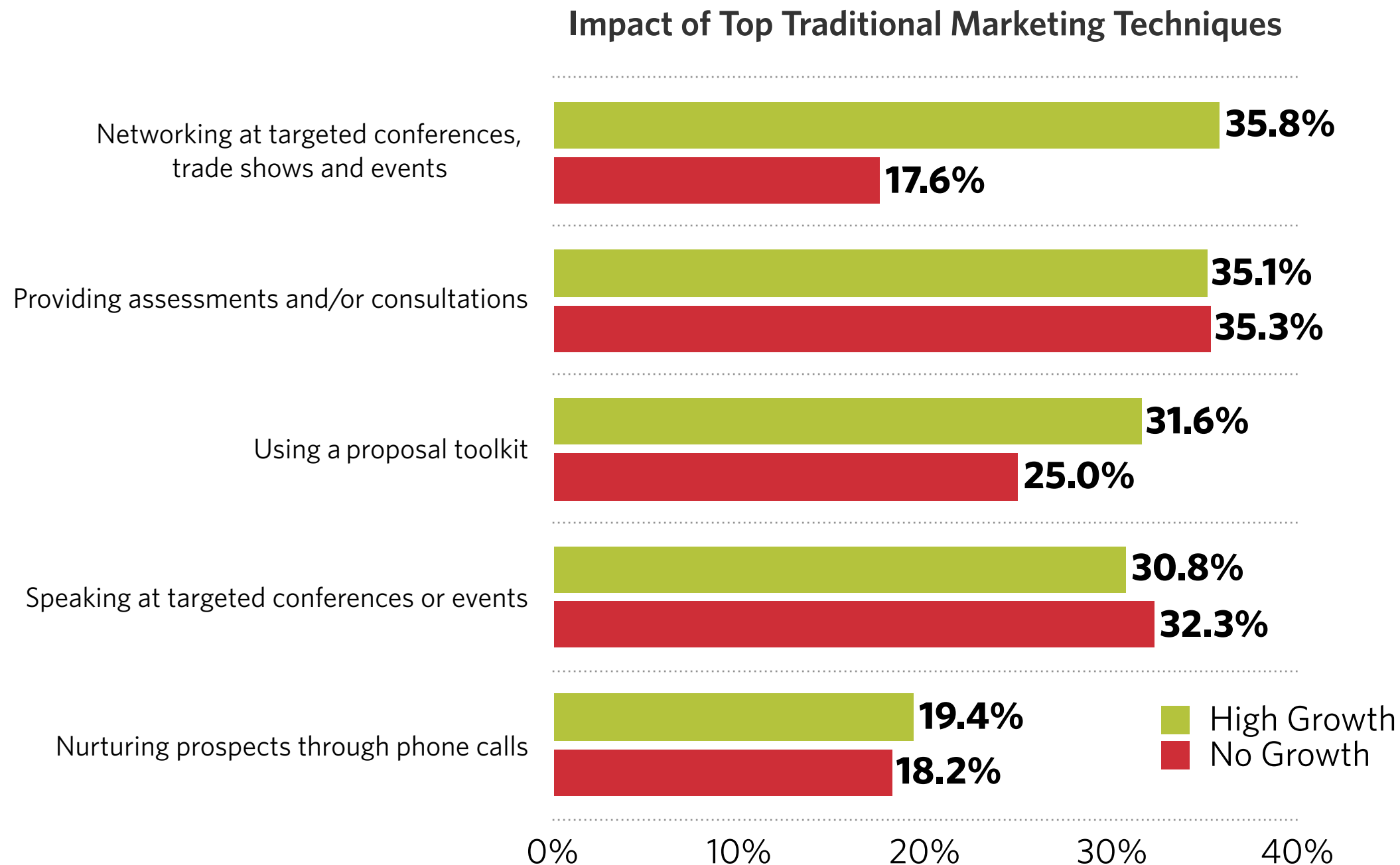
High-Growth firms invest more in digital and content marketing techniques.



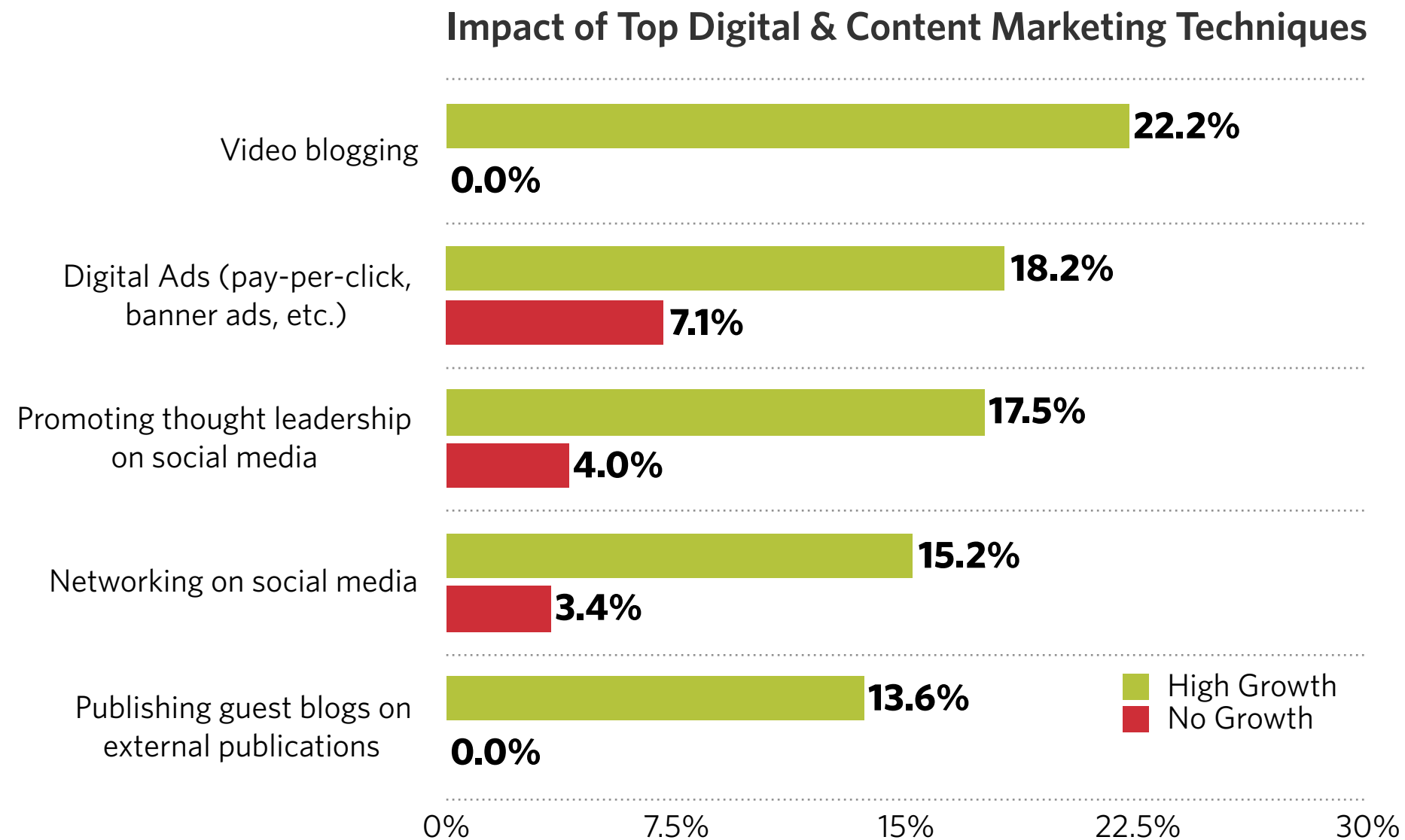
High-Growth firms enjoy a skills advantage in five of seven critical business development skill areas.



Of the top traditional marketing techniques, High-Growth firms see greater impact from targeted networking and use of a proposal toolkit.

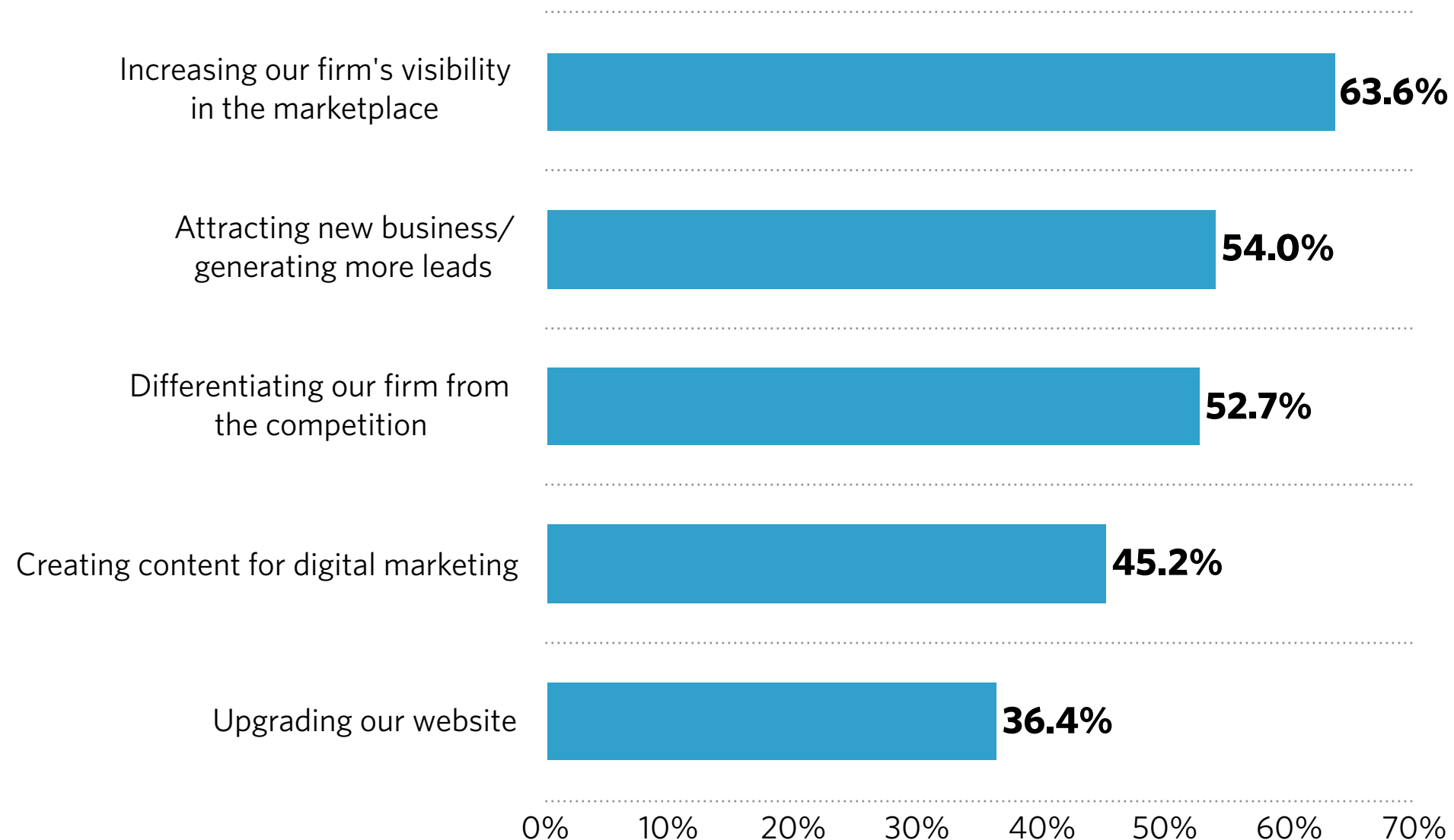


High-Growth firms see much greater impact across digital and content marketing.



Visible expertise and digital strategy are top marketing priorities for 2018.

Top 5 Professional Services Firm Marketing Priorities for 2018



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Thank you! Questions?

Lee Frederiksen, Ph.D.

Partner

lfrederiksen@hingemarketing.com

Connect with me on LinkedIn:

in/leefrederiksen

Connect on Twitter: **@LeeFrederiksen**

John Tyreman

Research Manager

jtyreman@hingemarketing.com

Connect with me on LinkedIn:

in/johntyreman

Connect on Twitter: **@John_Tyreman**

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Thank You

