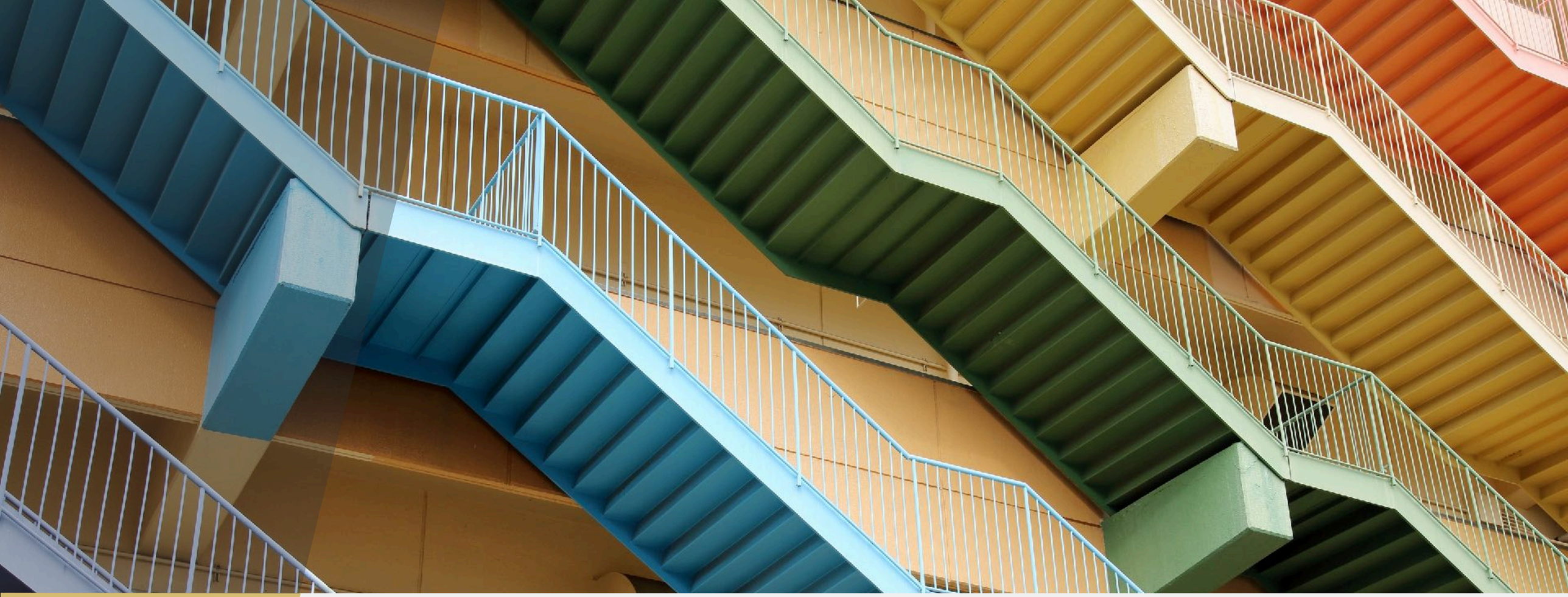


HINGE®

Rebrand: A Step-by-Step Process for Professional Services

SMPS CEU

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

STEPS:

1. Register to attend our webinars
2. Attend the webinar
3. Email us at ceu@hingemarketing.com
   Subject Line: SMPS CEUs webinar credit
4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS

Presenters



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@LeeFrederiksen



Liz Harr

PARTNER

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Agenda

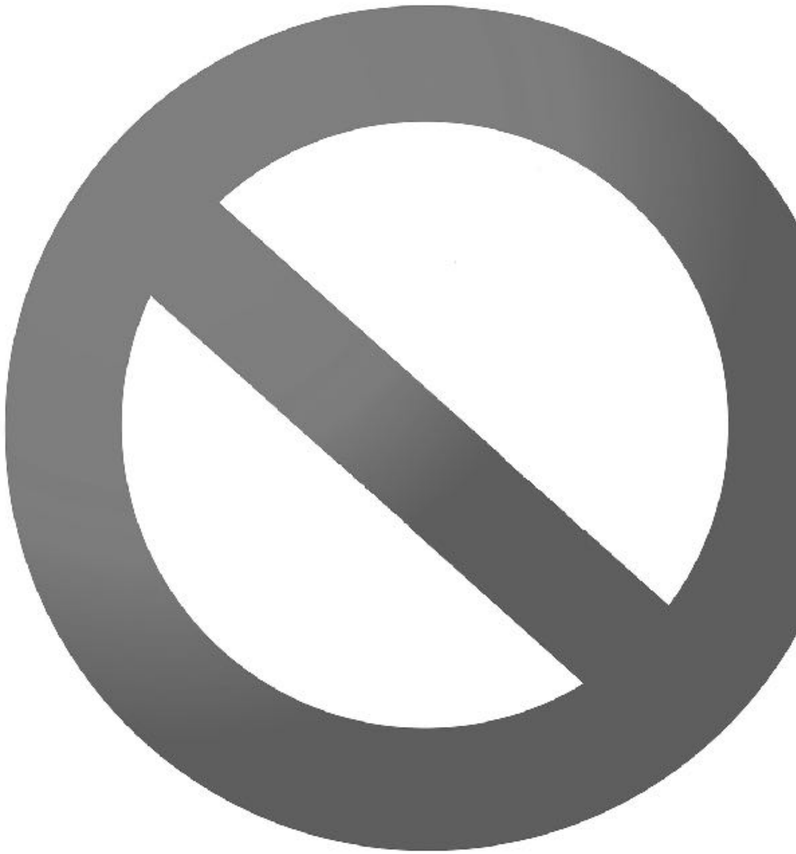
- What is a brand?
- Why rebrand?
- Planning and budgeting for a rebrand
- A step-by-step approach to a successful rebrand
- Q&A

What is a Brand?



Common brand 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



Brand = Reputation x Visibility

Why Rebrand?

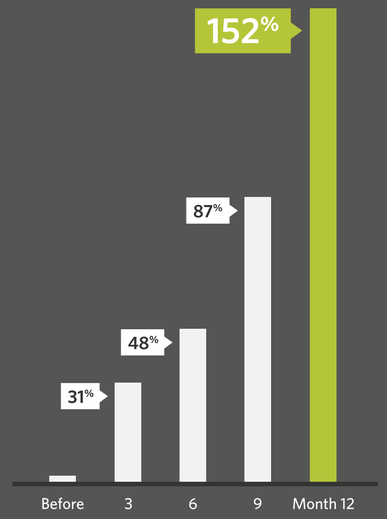


Why rebrand?

- The marketplace (including competitors) have changed
- Your buyers have changed
- Your firm has changed
- Your firm's strategy needs to be updated

The powerful benefits of a successful rebrand

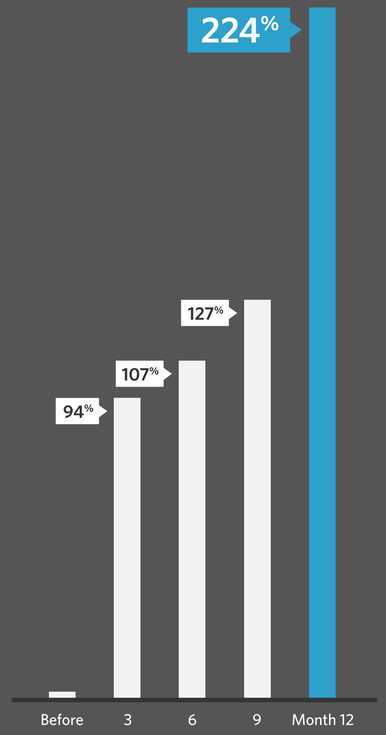
INCREASED VISIBILITY



Example Metrics:

- Changes in website traffic
- Sources of website traffic
- Social Media followers

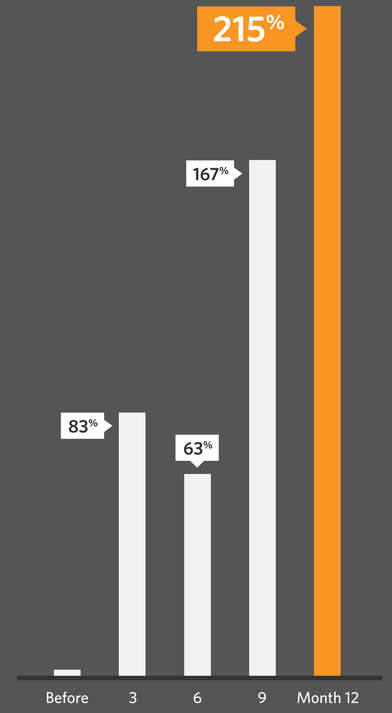
INCREASED PERCEIVED EXPERTISE



Example Metrics:

- Downloads of premium content
- Webinar attendance
- Blog traffic

GROWTH IN ONLINE LEADS



Example Metrics:

- Online form fills
- Calls-to-action on website

Planning & Budgeting for a Rebrand



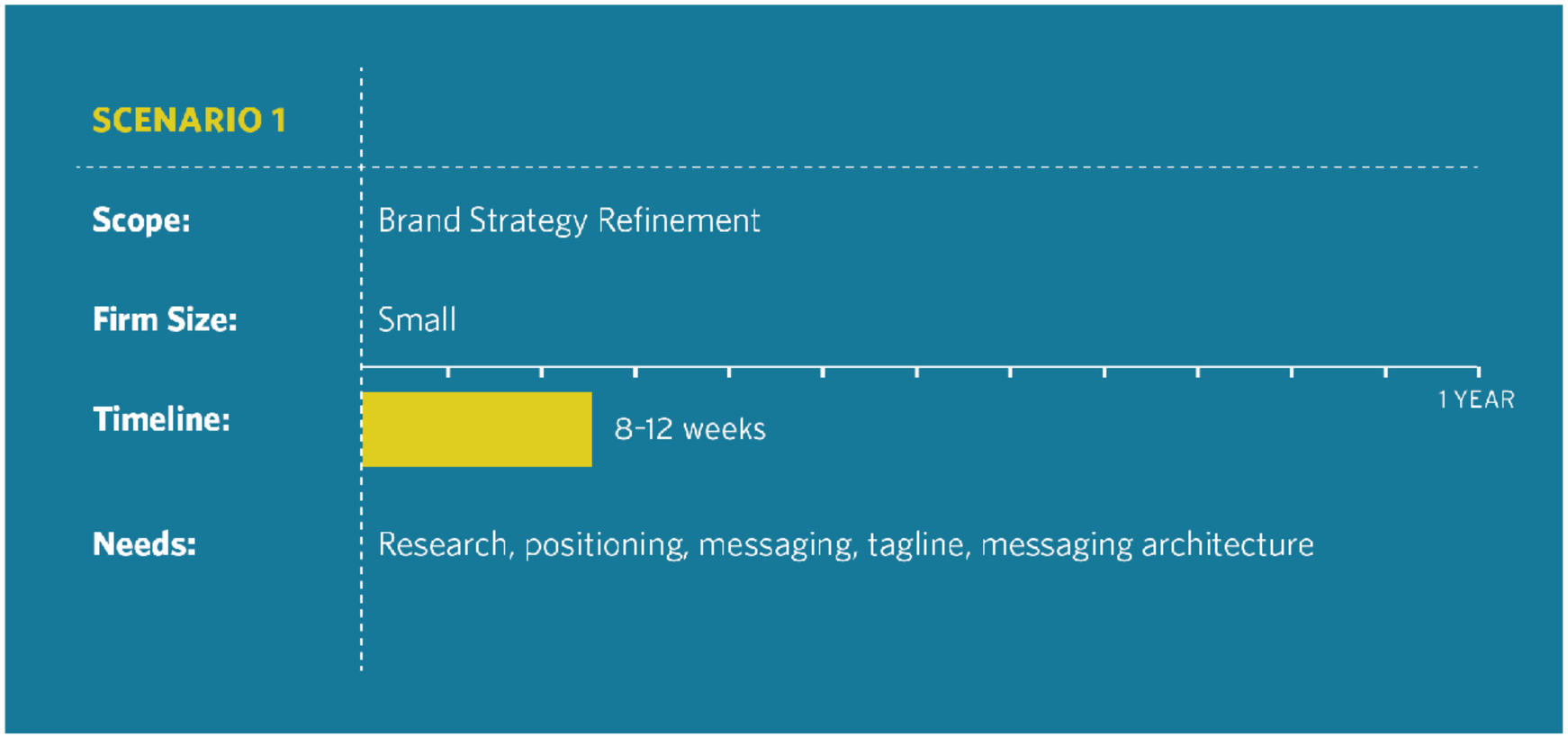
Planning & Budgeting

How long does a rebrand take?

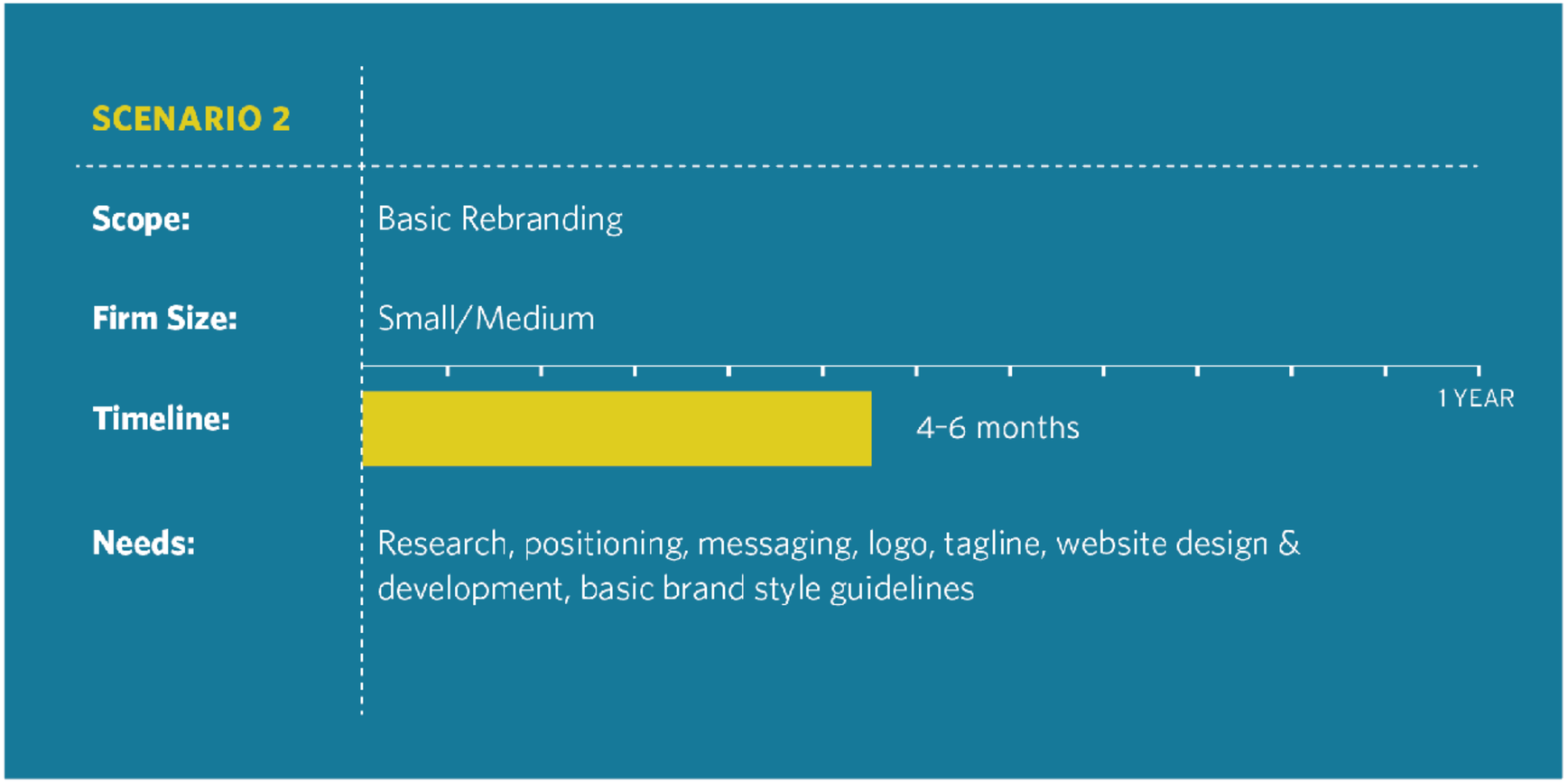
Time considerations

- Size of your firm (larger firms take longer)
- The number of decision makers (fewer is faster)
- The amount of research required
- Number of marketing deliverables
- Scale of internal launch
- Responsiveness of your team
- Does your firm need a new name?

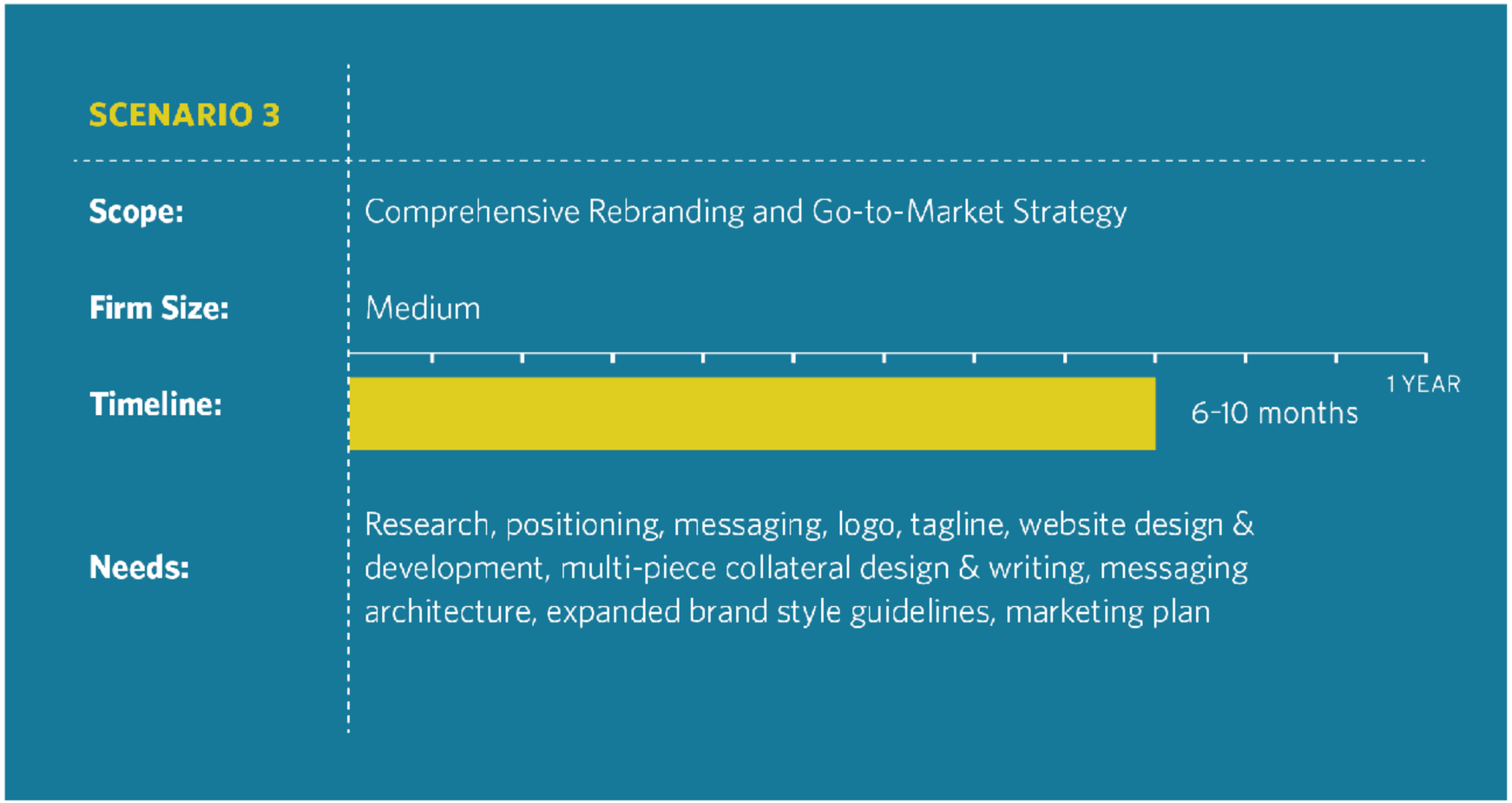
Typical timeline for brand strategy refinement



Typical timeline for basic rebranding



Typical timeline for comprehensive rebranding



Planning & Budgeting

How much does a rebrand cost?

Factors that increase cost

- Lack of pre-existing research on target audience
- Need for key branding elements, such as new name and logo
- More complicated website requirements
- Need for extensive internal brand education and launch
- Scope of external launch

Typical budget for brand strategy refinement

	Scope	Firm Size	Timeline
SCENARIO 1	Brand Strategy Refinement	Small	8–12 weeks
Needs:	Research, positioning, messaging, tagline, messaging architecture		
Budget Range:	$45-65,000		

Typical budget for basic rebranding

	Scope	Firm Size	Timeline
SCENARIO 2	Basic Rebranding	Small/Medium	4-6 months
Needs:	Research, positioning, messaging, logo, tagline, website design & development, basic brand style guidelines		
Budget Range:	$75-125,000		

Typical budget for comprehensive rebranding

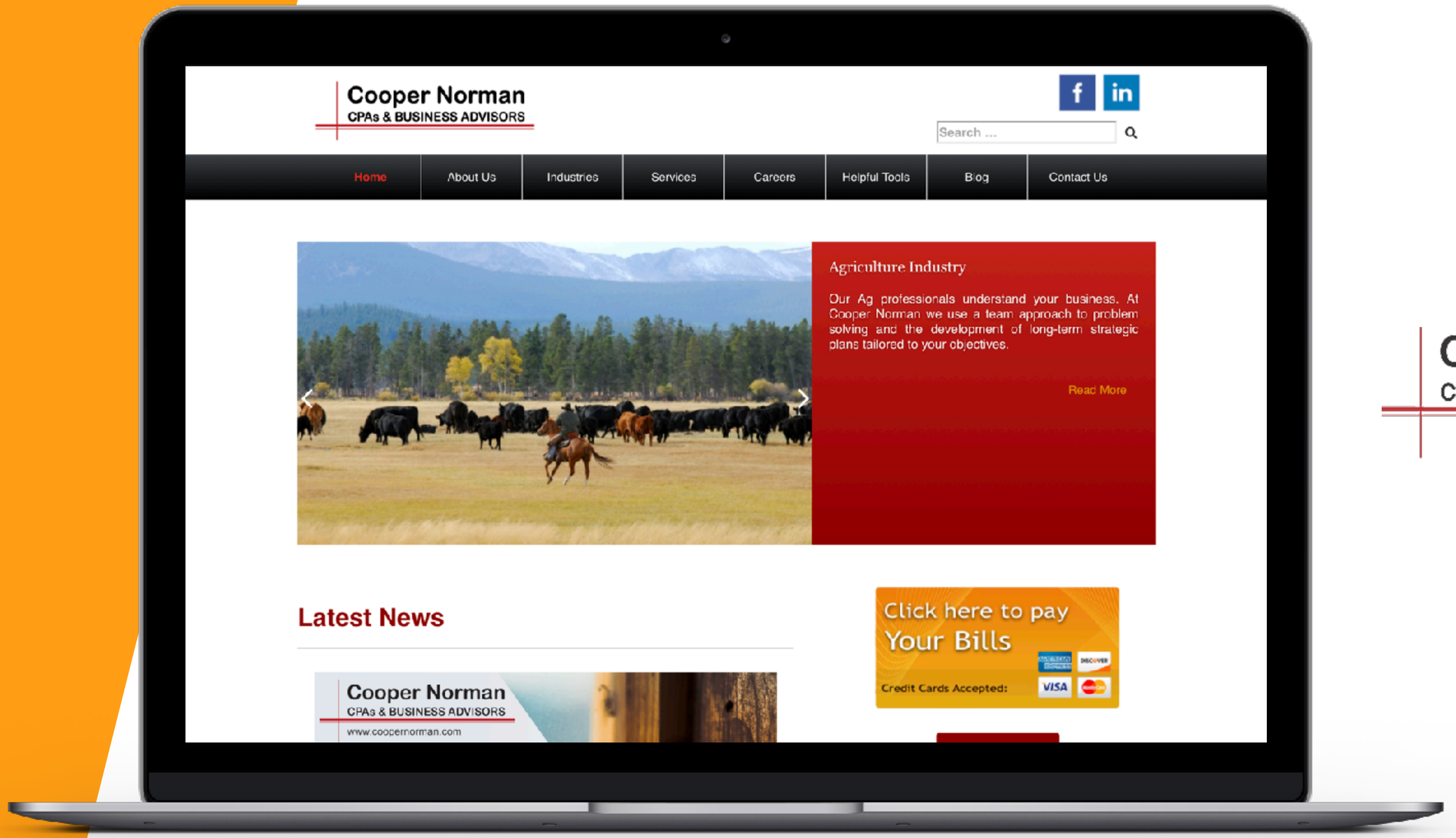
	Scope	Firm Size	Timeline
SCENARIO 3	Comprehensive Rebranding and Go-to-Market Strategy	Medium	6–10 months
Needs:	Research, positioning, messaging, logo, tagline, website design & development, multi-piece collateral design & writing, messaging architecture, expanded brand style guidelines, marketing plan		
Budget Range:	$150–200,000		

A Step-By-Step Approach to a Successful Rebrand



Step 1:

Start with the business reason



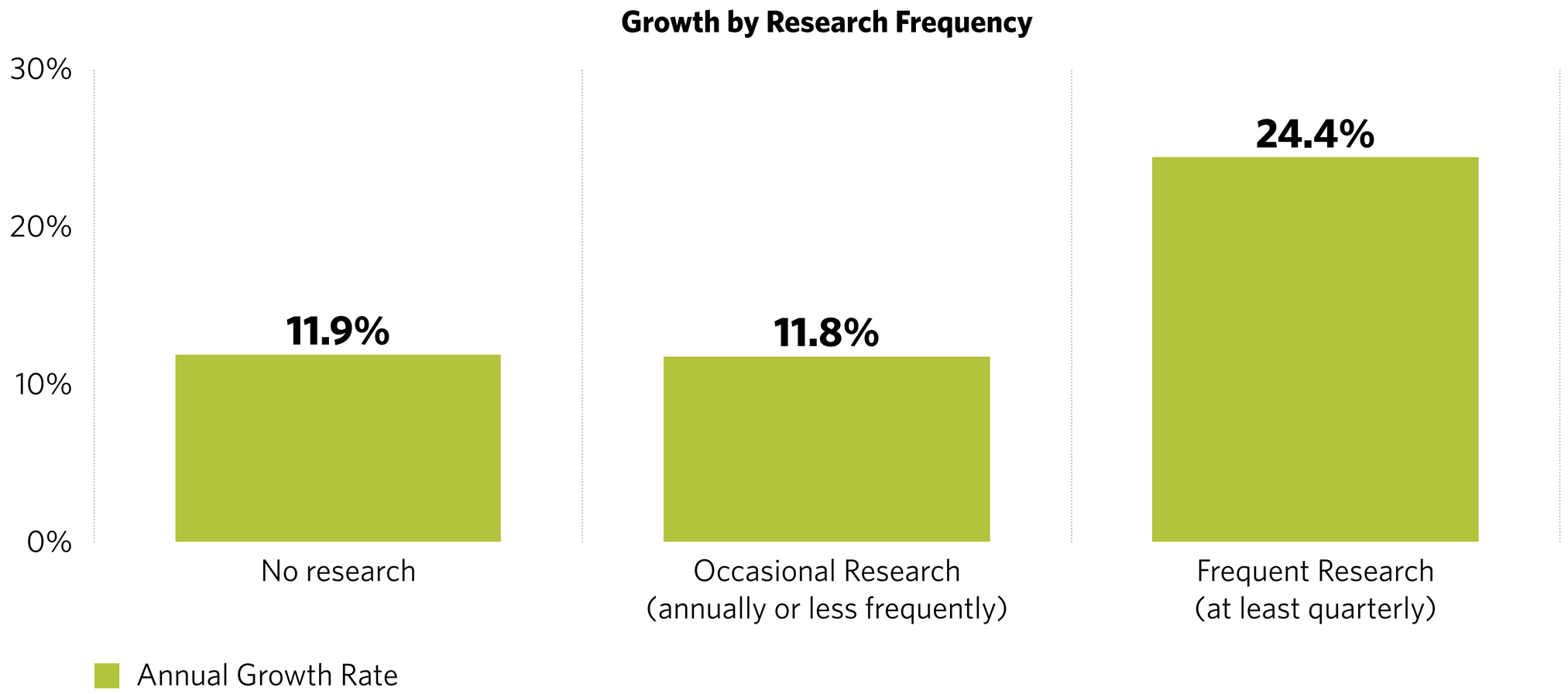
Cooper Norman
CPAs & BUSINESS ADVISORS

Before

Step 2:

Research your firm and target clients

A successful rebrand leverages the power of research







Step 3:

Use positioning and messaging to capture your brand strategy

New Tagline: Conquering Uncertainty

Website Overview Statement: The largest Idaho based advisory and CPA firm delivers the information and tools you need to conquer uncertainty – and build a powerful vision for the future of your business. From traditional tax, audit and assurance services through complete strategic advisory for every stage and need in the business lifecycle, count on Cooper Norman as your partner for durable growth and success.

Step 4:

Build your brand identity


COOPER
NORMAN

COOPER
NORMAN

CONQUERING UNCERTAINTY





Step 5:

Build your website and online presence

The role of your firm's website

Attract

Purpose
- Establish Marketplace Expertise
- Grow Database

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

Engage

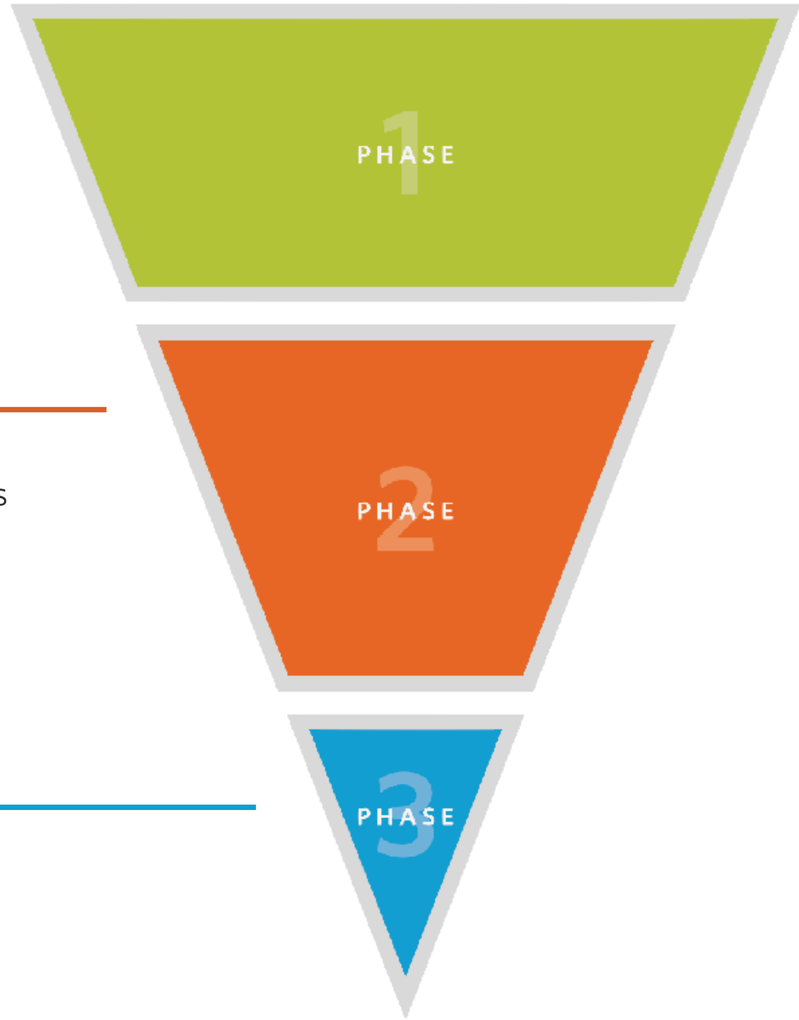
Purpose
- Nurture and educate prospects and contacts
- Stay top of mind through email and offers

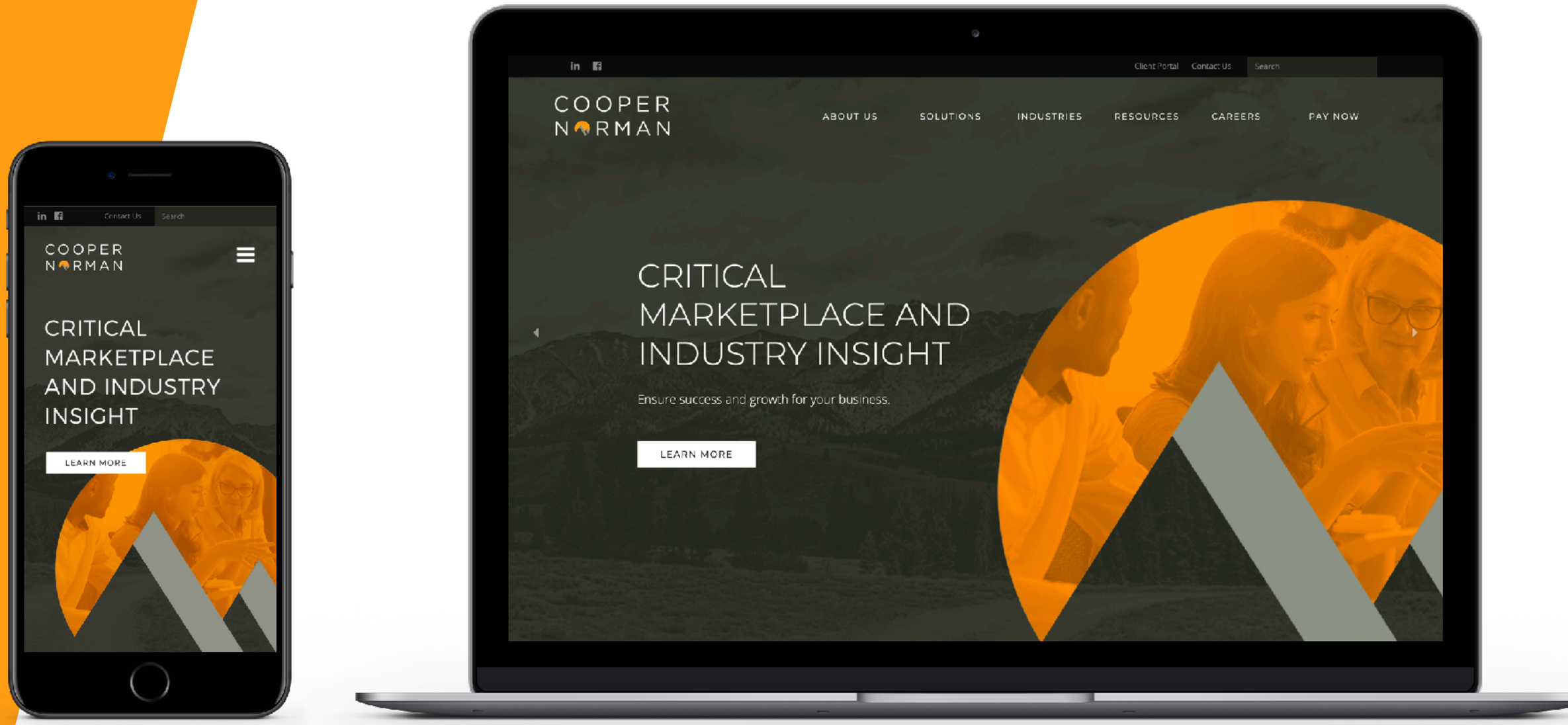
Tactics
- Email marketing campaigns
- Webinars
- White papers, research,
- Reports, case studies
- Grow Database

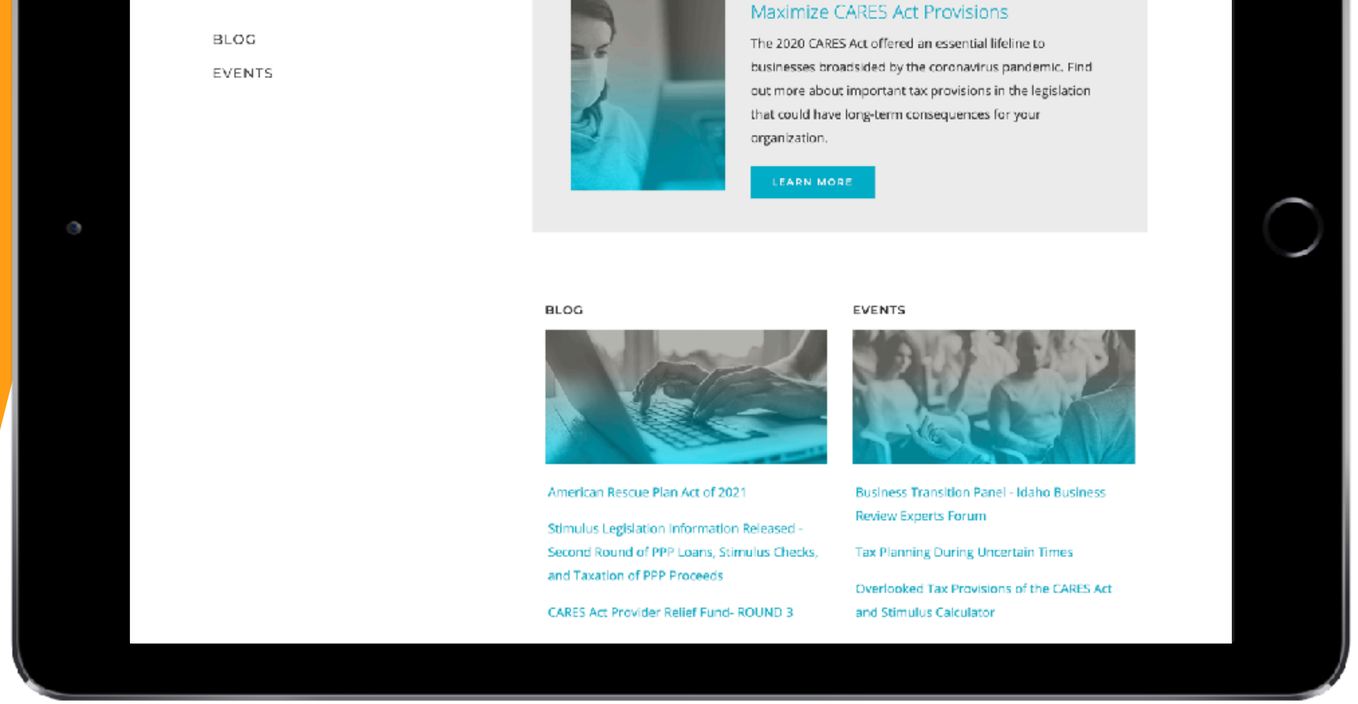
Convert

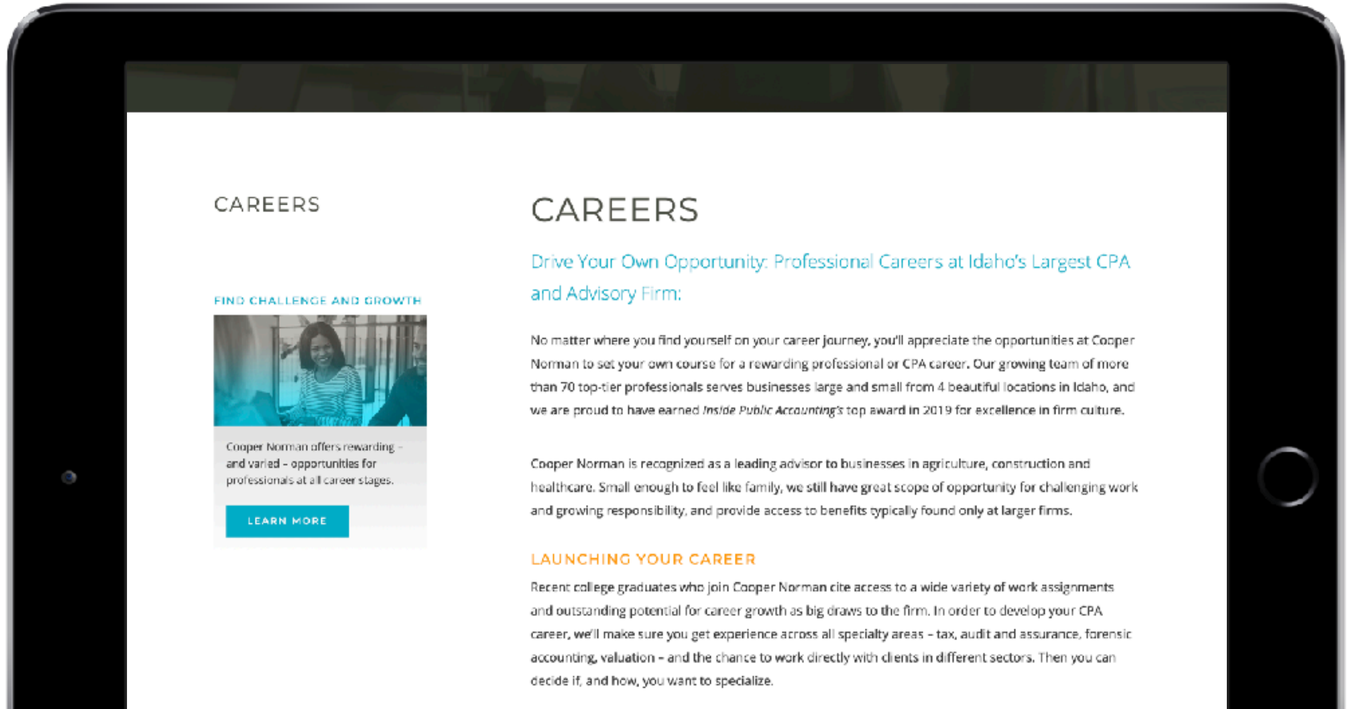
Purpose
- Convert prospects to meeting.

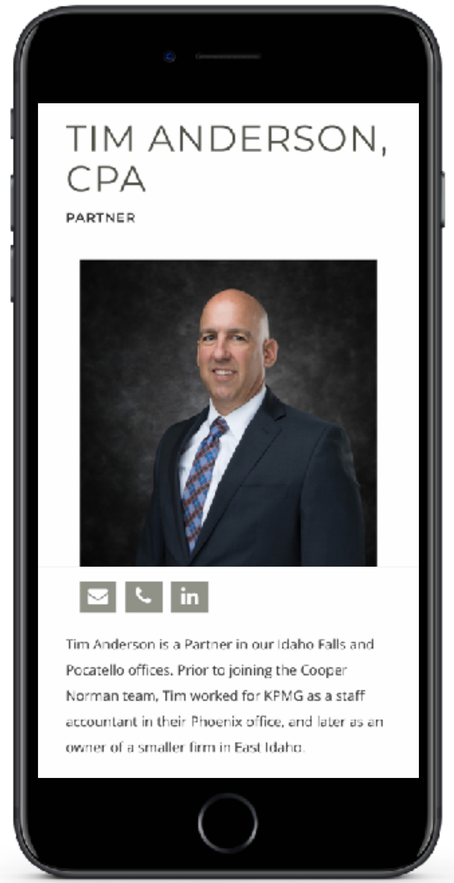
Tactics
- Consultations
- Demos




Client Portal
Contact Us
Search
COOPER NORMAN
ABOUT US
SOLUTIONS
INDUSTRIES
RESOURCES
CAREERS
PAY NOW
CRITICAL MARKETPLACE AND INDUSTRY INSIGHT
Ensure success and growth for your business.
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Search
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CRITICAL MARKETPLACE AND INDUSTRY INSIGHT
LEARN MORE


BLOG
EVENTS
Maximize CARES Act Provisions
The 2020 CARES Act offered an essential lifeline to businesses broadsided by the coronavirus pandemic. Find out more about important tax provisions in the legislation that could have long-term consequences for your organization.
LEARN MORE
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American Rescue Plan Act of 2021
Stimulus Legislation Information Released - Second Round of PPP Loans, Stimulus Checks, and Taxation of PPP Proceeds
CARES Act Provider Relief Fund- ROUND 3
Business Transition Panel - Idaho Business Review Experts Forum
Tax Planning During Uncertain Times
Overlooked Tax Provisions of the CARES Act and Stimulus Calculator


CAREERS
FIND CHALLENGE AND GROWTH
Cooper Norman offers rewarding – and varied – opportunities for professionals at all career stages.
LEARN MORE
CAREERS
Drive Your Own Opportunity: Professional Careers at Idaho's Largest CPA and Advisory Firm:
No matter where you find yourself on your career journey, you'll appreciate the opportunities at Cooper Norman to set your own course for a rewarding professional or CPA career. Our growing team of more than 70 top-tier professionals serves businesses large and small from 4 beautiful locations in Idaho, and we are proud to have earned Inside Public Accounting's top award in 2019 for excellence in firm culture.
Cooper Norman is recognized as a leading advisor to businesses in agriculture, construction and healthcare. Small enough to feel like family, we still have great scope of opportunity for challenging work and growing responsibility, and provide access to benefits typically found only at larger firms.
LAUNCHING YOUR CAREER
Recent college graduates who join Cooper Norman cite access to a wide variety of work assignments and outstanding potential for career growth as big draws to the firm. In order to develop your CPA career, we'll make sure you get experience across all specialty areas – tax, audit and assurance, forensic accounting, valuation – and the chance to work directly with clients in different sectors. Then you can decide if, and how, you want to specialize.


TIM ANDERSON, CPA
PARTNER
Tim Anderson is a Partner in our Idaho Falls and Pocatello offices. Prior to joining the Cooper Norman team, Tim worked for KPMG as a staff accountant in their Phoenix office, and later as an owner of a smaller firm in East Idaho.

Step 6:

Create your new marketing collateral


COOPER
NORMAN
CONQUERING
UNCERTAINTY


Derek Schwabedissen,
MAcc, CPA
COOPER
NORMAN
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Step 7:

Launch your brand building plan

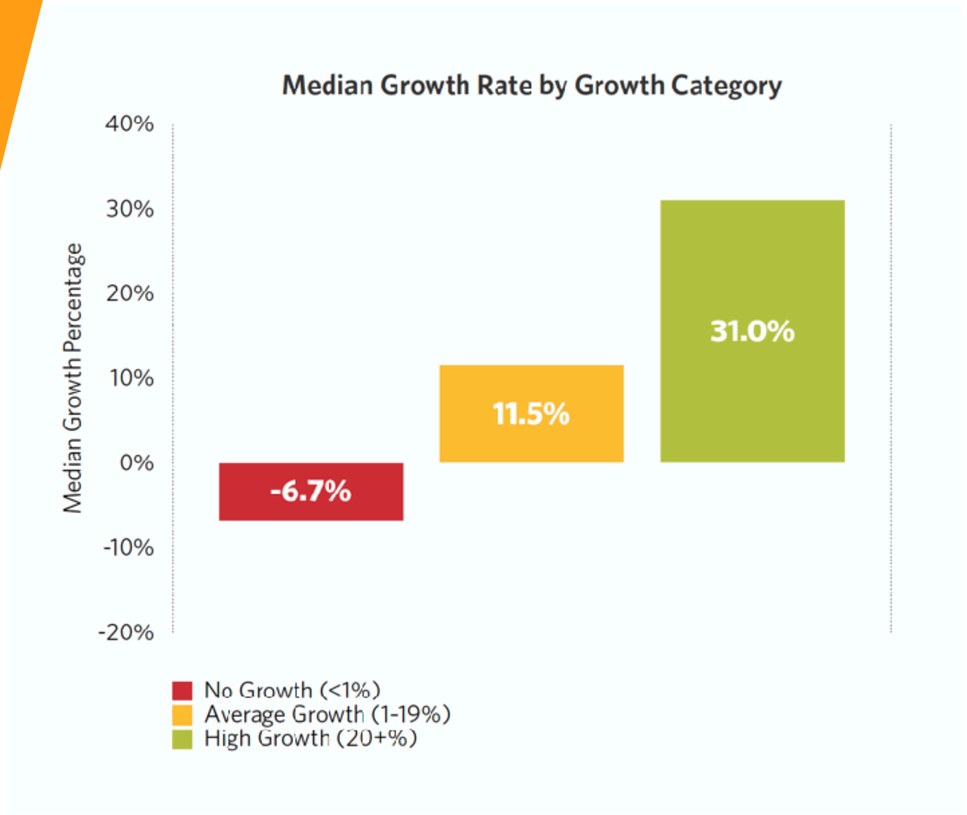
Focus

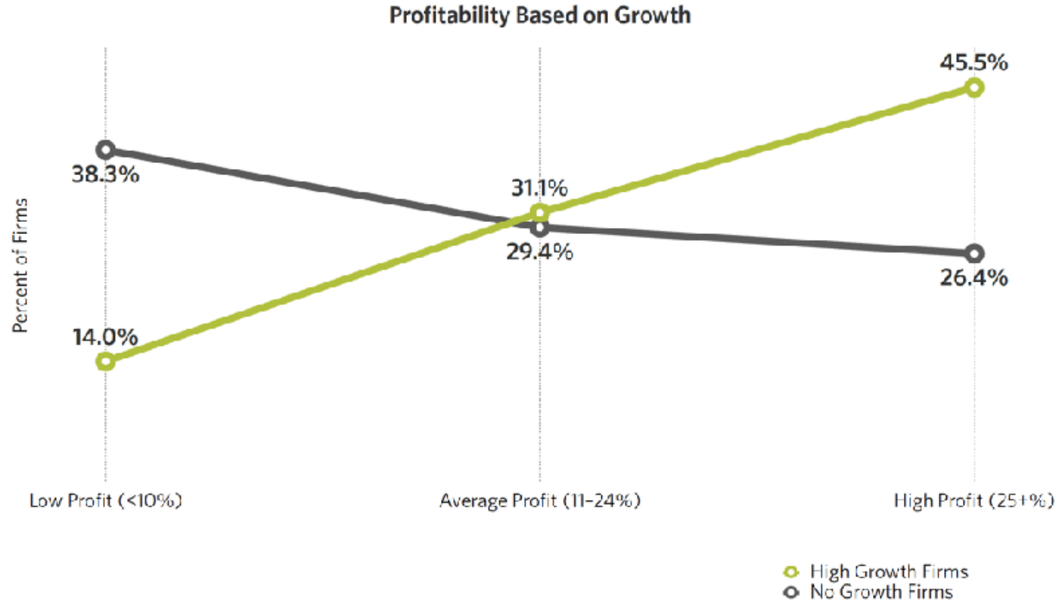
"We now have the confidence that **we are focused on what is really important."**

Alignment

"At last we all talk about the firm in the same way. What a huge difference that makes."

Acceleration





Are you ready to rebrand?

CONSULTATION WITH HINGE

- How do you market yourself today?
- What issues have you had building your firm's brand?
- What factors need to be considered as you develop your plan?

You have questions.

WE CAN POINT YOU IN THE RIGHT DIRECTION.

REQUEST A FREE CONSULTATION



Thank you! Questions?



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