



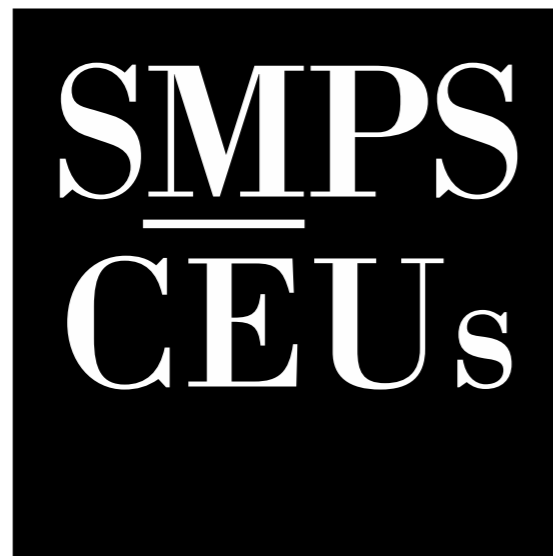
Content Marketing as the Threshold to the Client Experience

Presented by Liz Harr and Karl Feldman



SMPS CEUs

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



Steps:

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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

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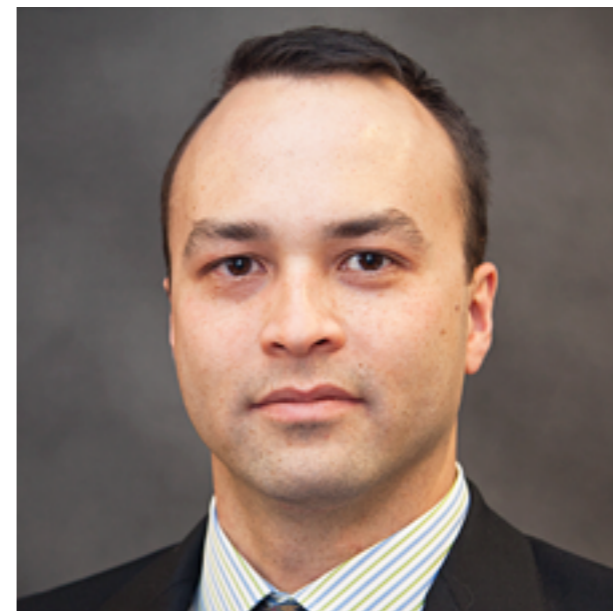
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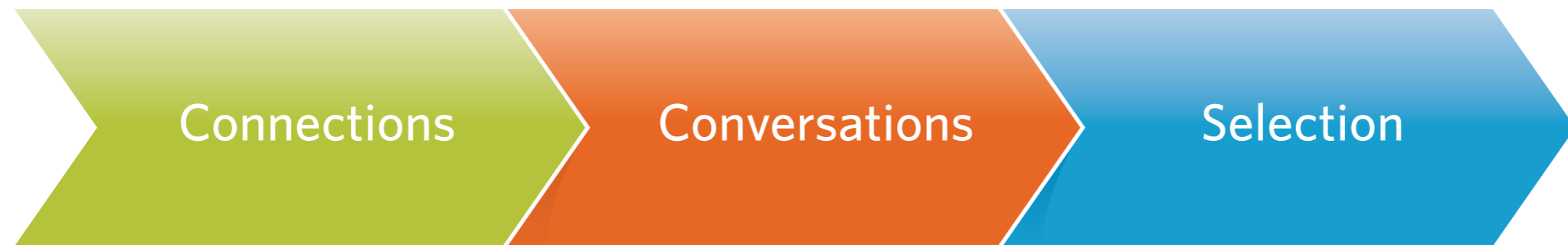
Agenda

- > Professional Services Buyers Today
- > Why Content?
- > Content Marketing Nurtures New Business
- > Content Marketing Supports Referrals
- > Tracking Engagements and Conversions





Buyer Expectations



Who do I know? Who do they know?

Transparent conversations
— education and not selling.

Confirmation of “right decision”

80.8%

of buyers check out your website.



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

43.6%

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



29.6%

rule out firms because
of an *unimpressive website*.



23.5%

rule out firms because
of *poor quality content*.

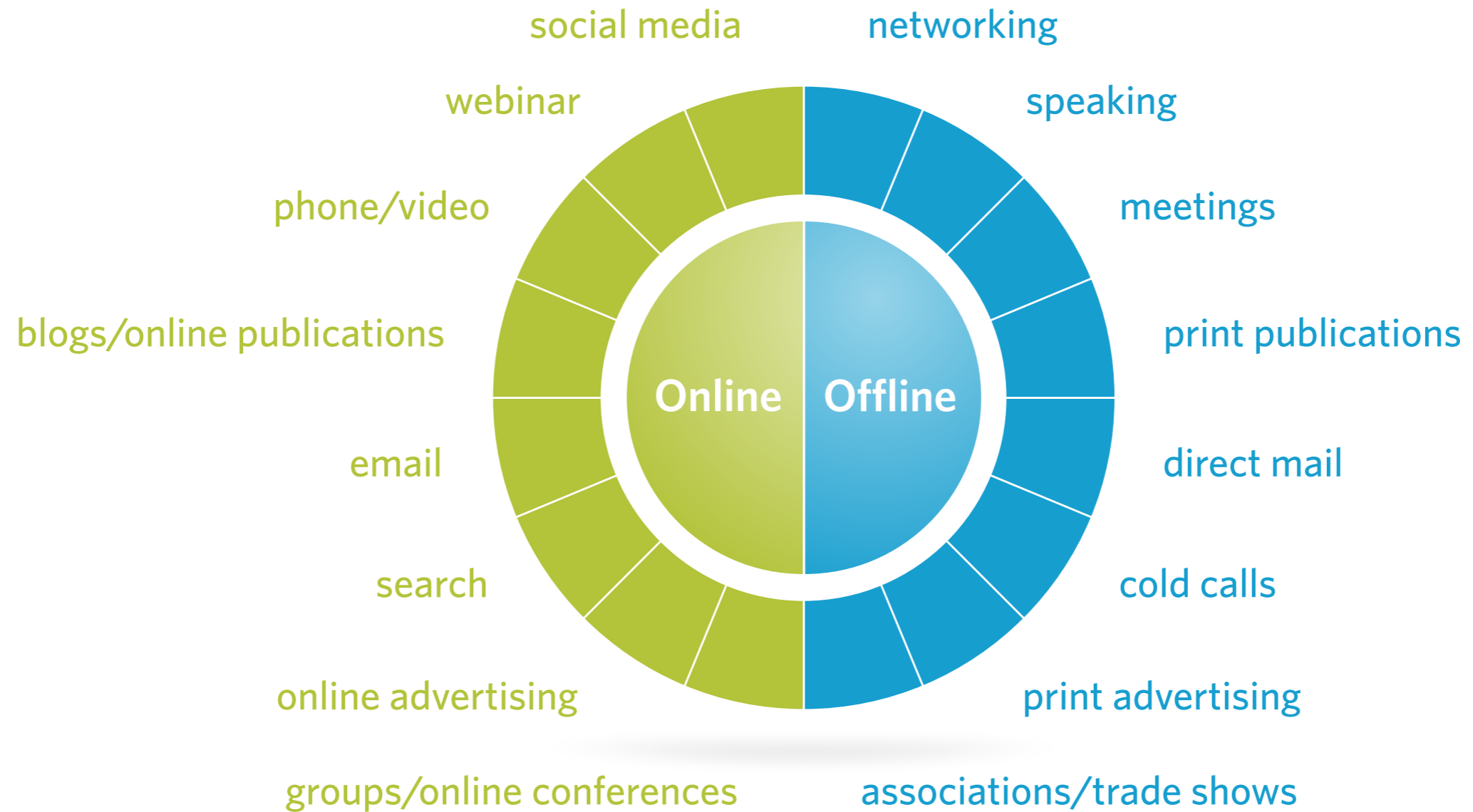
Source: *Referral Marketing for Professional Services Firms Research Report*



Professional Services Client Experience Journey



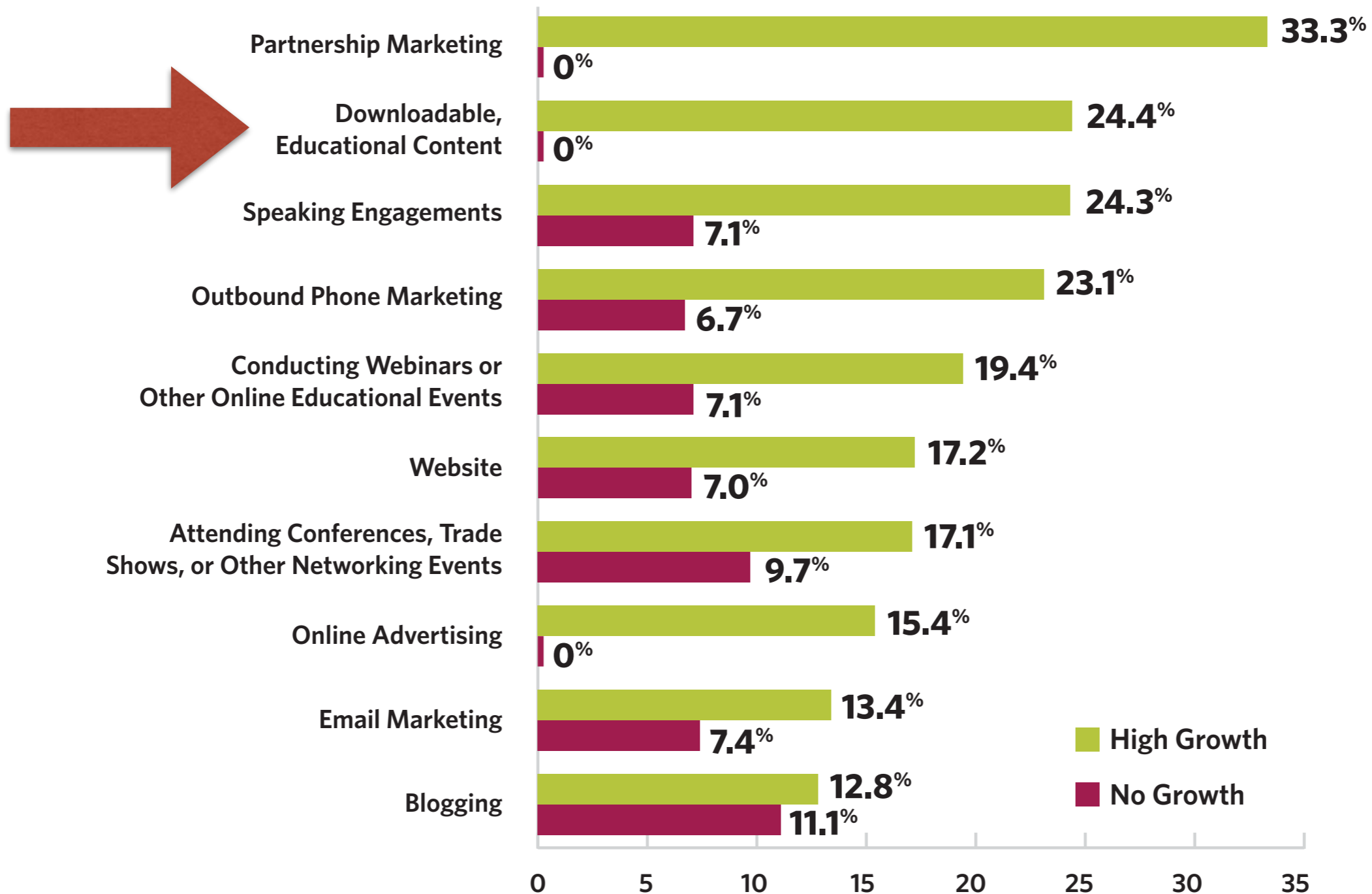
A Balanced Approach to Marketing



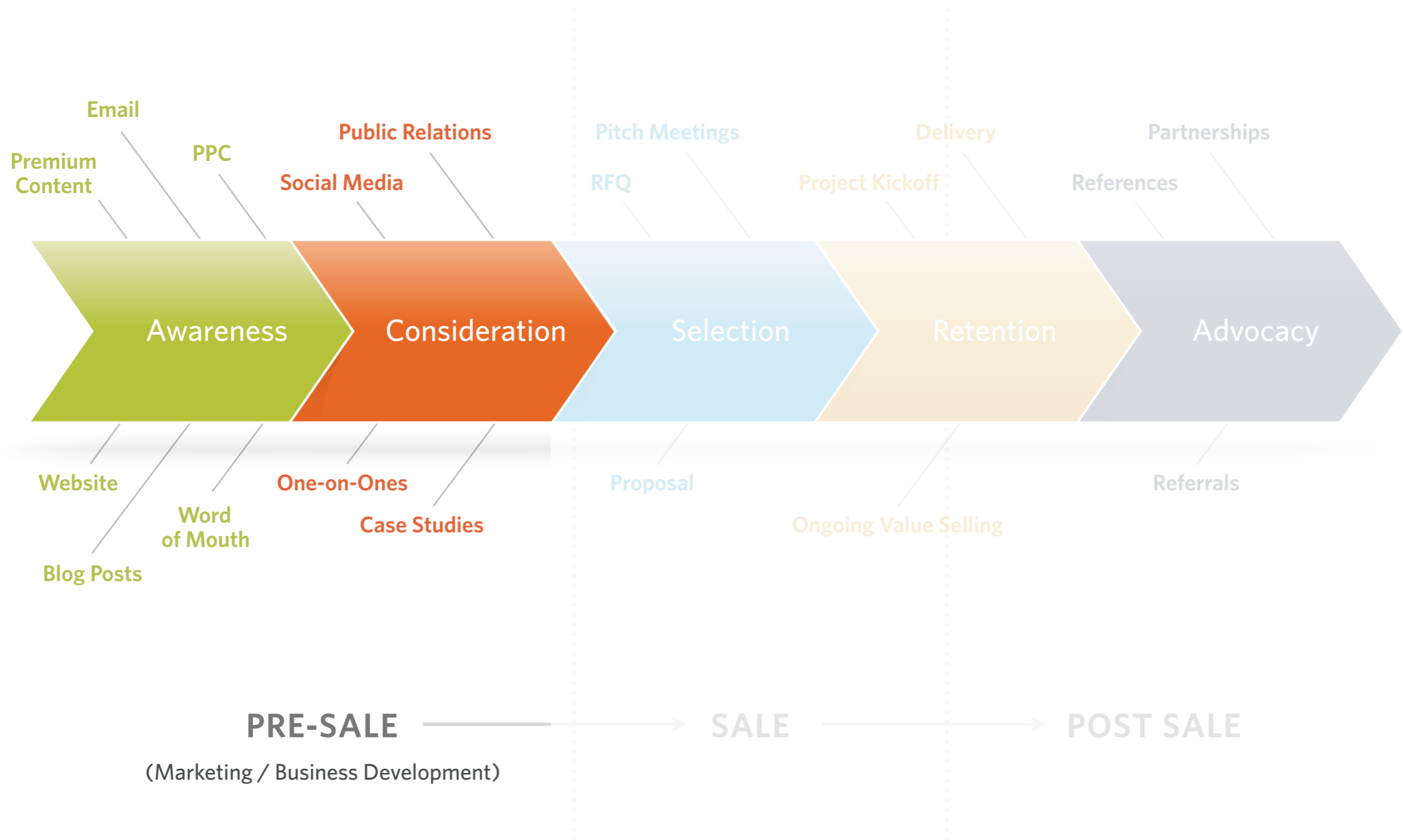
Why Content?



Techniques with Greatest Marketing Impact



Before the Win



Winners vs. Runners-Up

Educated Me with
New Ideas or Perspectives

#1

Winners

Educated Me with
New Ideas or Perspectives

#42

Runners-Up

Builds Trust



Benefits

- > It demonstrates expertise
- > It allows prospects to sample your thinking and approach
- > Search engines love original content
- > It helps qualify and nurture leads and build your brand
- > It's less expensive than traditional outbound marketing
- > It works around the clock and around the globe
- > Online leads from content drive growth and profitability

Who Should Write the Content?

- > Subject matter expert (SME)
- > Marketing person
- > Professional writer
- > Combination of these

51.9%

have ruled out a firm
before speaking with them.



Avoid being part of
that 51.9%.



Content Marketing Nurtures New Business



What is educational content?

Content that is useful to your clients and showcases your expertise.



Educational Content is Not...



**MARKETING
COPY**



**SYNDICATED
CONTENT**



**FAUX
WHITE PAPERS**



CASE STUDIES



BROCHURES



TESTIMONIALS

Flow Content

Stock content: Long-lasting content with true value

- > Research studies
- > eBooks
- > Guides

Flow content: Everyday content meant for community-type conversation

- > Blog posts
- > Tweets

Blog > Recruitment Strategy > 6 Problems with Board Member Recruitment and a New Way Forward

6 Problems with Board Member Recruitment and a New Way Forward

Melissa Henderson | FEBRUARY 4, 2018



Obsolescence should not be feared. While it signals the end of something familiar, it welcomes a new way forward. We have reached this crossroads with retained executive search. It is obsolete.

Today, the retained executive search process is costly. Frequently, after lengthy recruiting processes, retained searches deliver new board members who fit poorly with the boards they join. Alternatively, positions go unfilled, leaving the board without qualified talent around the boardroom table that hampers the interests of stakeholders. Naturally,

Currently, there are six



Janek Performance Group A new article has been added to the Janek Sales Performance Blog: 5 LinkedIn Optimization Tips For Sales Professionals Want these delivered to your mailbox every



5 LinkedIn Optimization Tips For Sales Professionals

janek.com • LinkedIn is the venue for putting your virtual self to work in a practical sense, so that you can bridge important connections. This isn't Facebook; you do...

Like • Comment • Share • 2 months ago

Be Visible at Each Stage of the Buyer's Journey

Attract Prospects

Attract potential buyers, influencers, and referral sources



Build Engagement

Deepen engagement with your prospects and turn them into educated and qualified opportunities.



Turn Opportunities into Clients

Make the decision easy for prospects that are ready to buy.





PHASE 1:

At this point potential clients
are searching for information.

They are coming from all directions
and are starting to build trust.



Phase 1 - Top of the Funnel

- > Networking events
- > Sponsorships
- > Partner marketing outreach
- > Public relations
- > Paid online advertising
- > Social media
- > Search engine optimization
- > Guest blogs & articles
- > Awards submissions
- > Blogging
- > Video blogging
- > Speaking events
- > Professional associations
- > Conferences and trade shows
- > Webinars
- > Books and ebooks



How to Build Trust

- > Show past performance
- > Provide case stories on your website
- > Show expertise

*From How Buyers Buy:
The criteria buyers are using when evaluating firms*

Criteria	Percentage
Expertise / technical skills	19.8%
The project team	18.1%
Firm experience	14.9%
Knowledge of my industry / situation	12.5%
Reputation	11.1%
Firm size and reach	5.6%
Availability / flexibility	5.6%
Personal relationship	4.5%
Price	4.2%
Firm management approach	3.1%
Firm resources	0.7%

Optimize Your Content for SEO

- > Keywords
- > Inbound links
- > Social mentions

PHASE 2:

Content and social media
lead to more referrals...



Stage 2 - Build Engagement

Educate prospects by building trust through your books, webinars, and guides. This deepens the prospects engagement and people begin referring you to others whether they have worked with you or not.

Phase 2 — Middle of Funnel

- > Blogging
- > Video blogging
- > Speaking events
- > Professional associations
- > Conferences and trade shows
- > Webinars
- > Books and ebooks
- > Offers
- > Guides
- > White papers
- > Research reports
- > Email marketing
- > Case stories
- > Video case stories



Reasons WHY Social Media

- > Promotes content.
- > Serves as online networking.
- > Contributes to SEO
- > Functions as research tool.
- > Contributes to recruiting.



17.0%

of referrals are made because the referrer has interacted with the firm on **social media**.



No Social, No Referral.

18.2%

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





LinkedIn

- > Participate in group discussions
- > Post updates

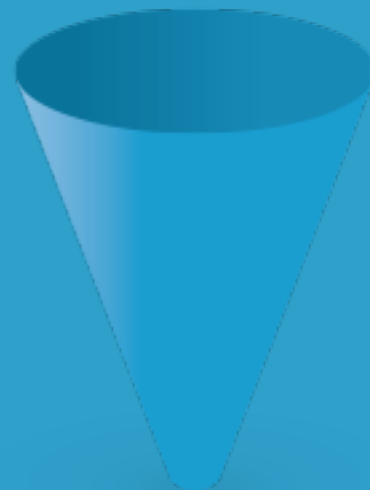


Twitter

- > Share your content and others'
- > Display culture

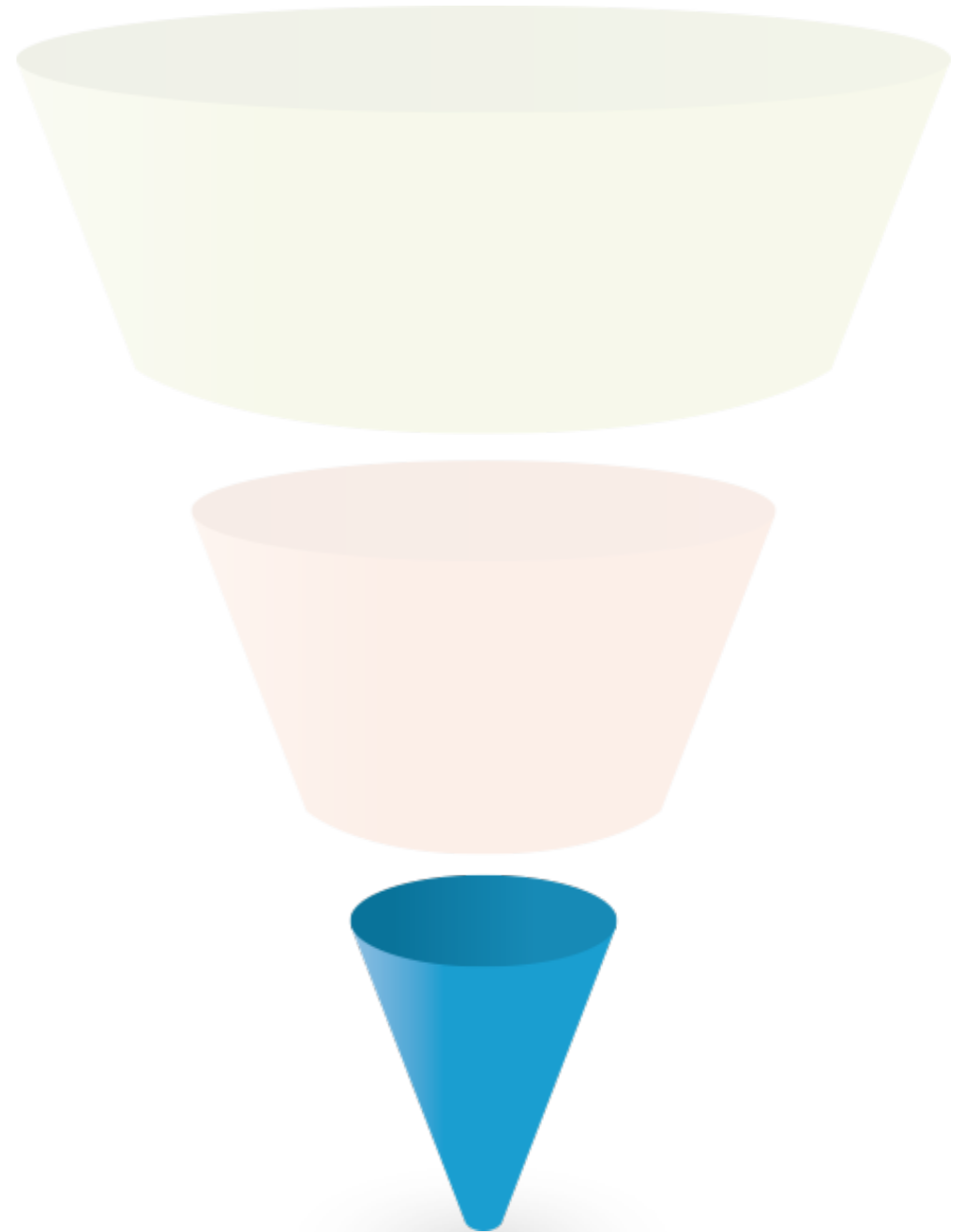
PHASE 3:

Turning prospects
into clients

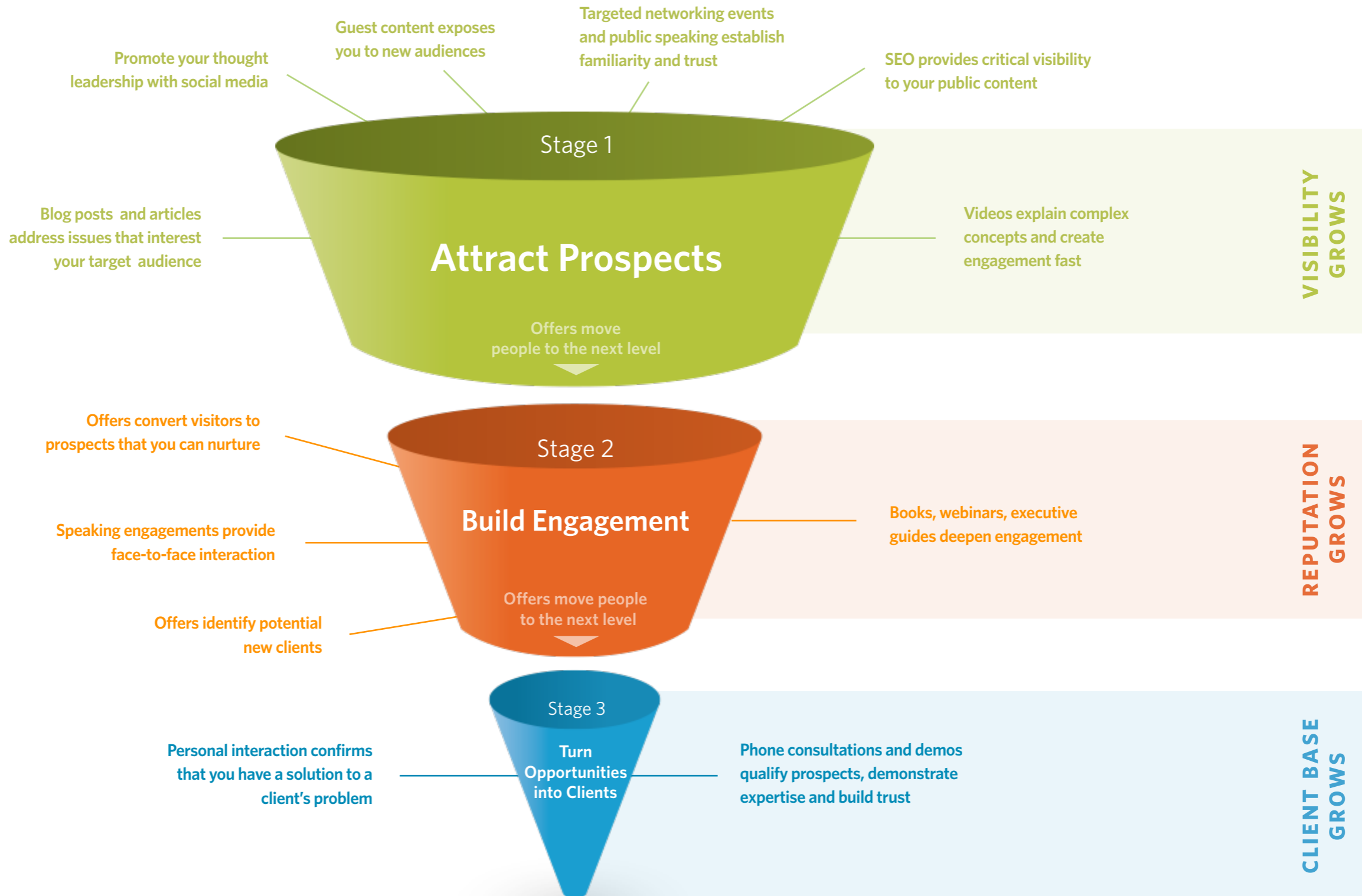


Phase 3 — Bottom of the Funnel

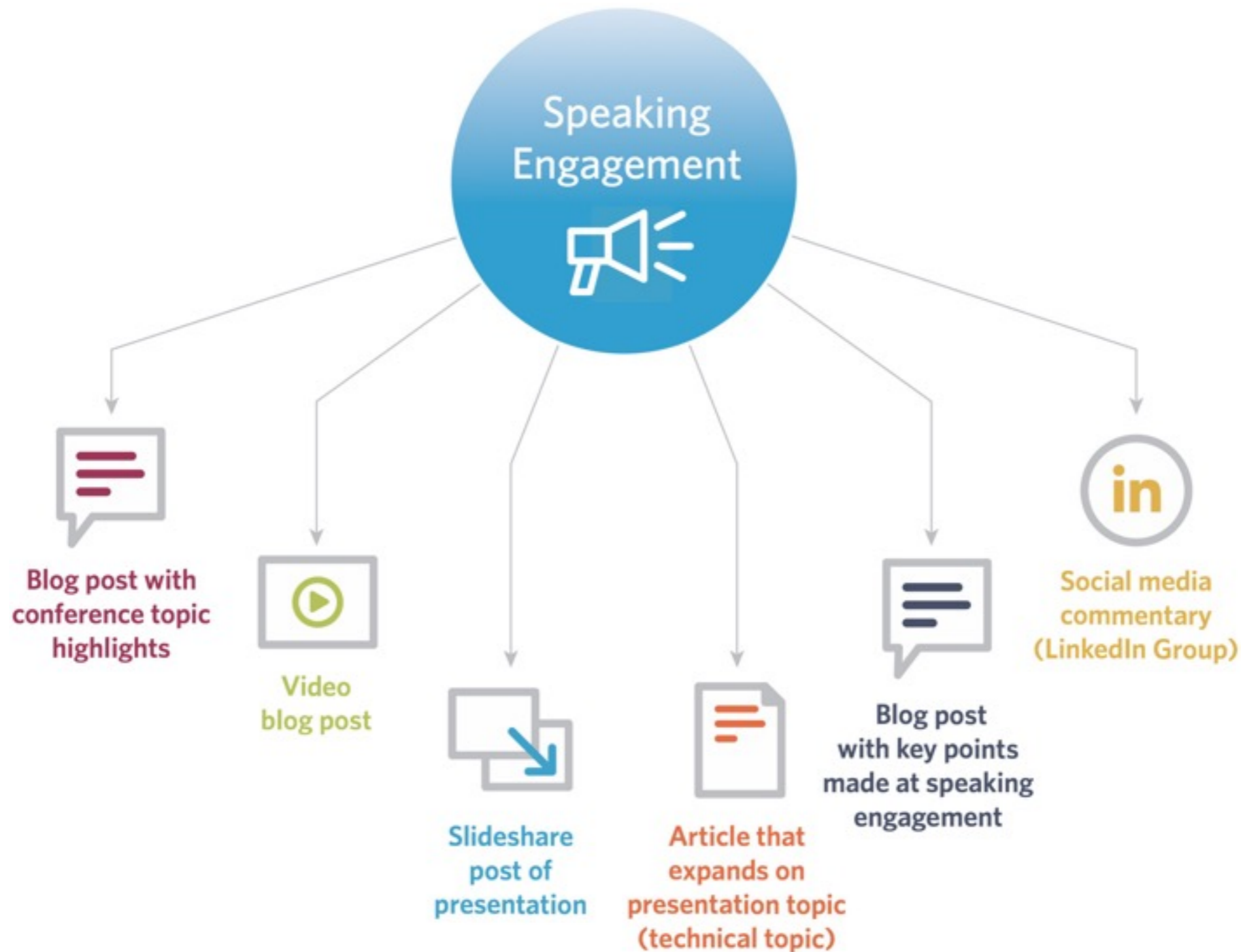
- > **Case stories**
- > **Video case stories**
- > **Assessments,
consultations,
live demos**



Map Content to the Client's Journey



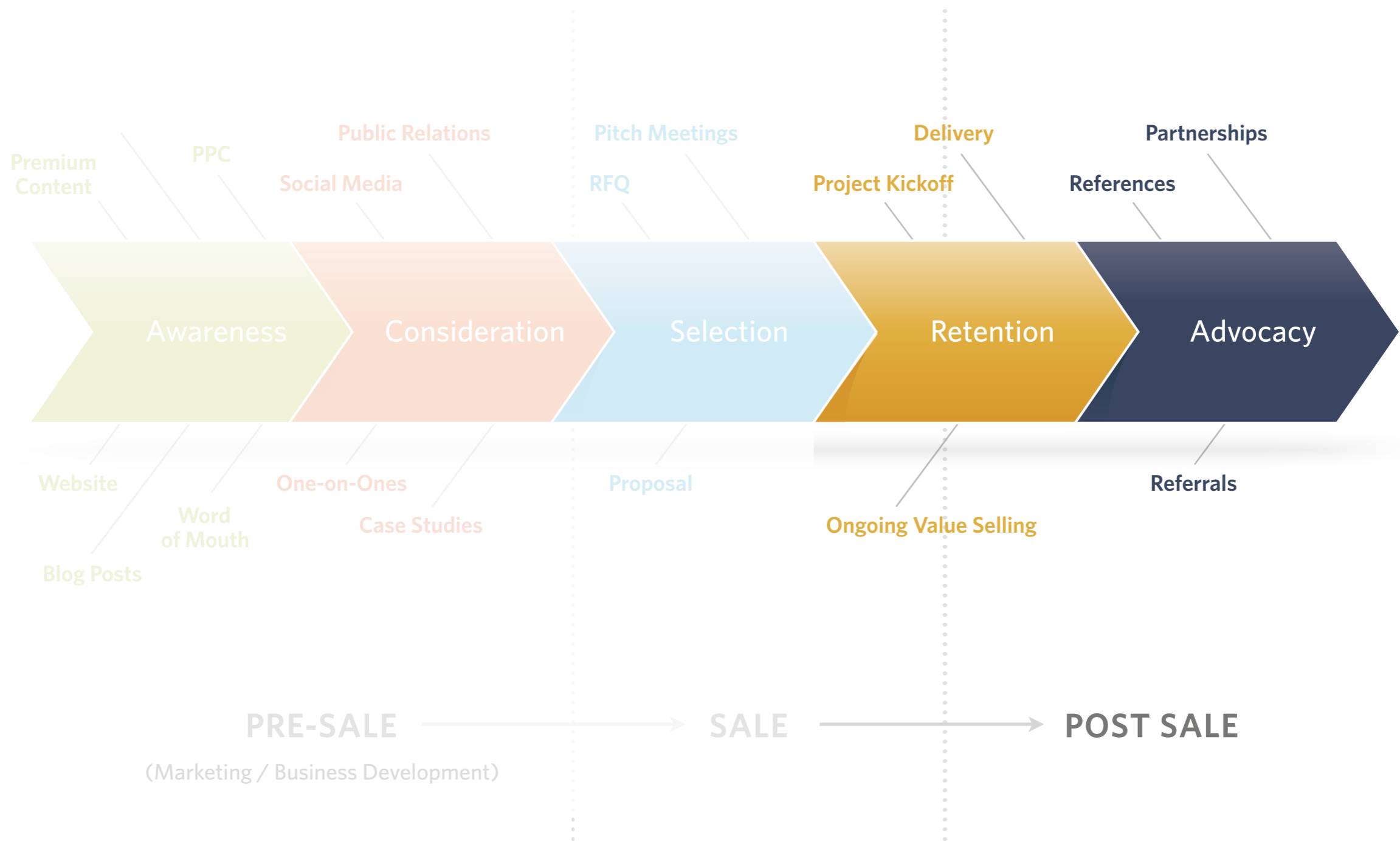
Content Repurposing



Content Marketing Supports Referrals



Post-Sale



Going Beyond Traditional Client Referrals

81.5%

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

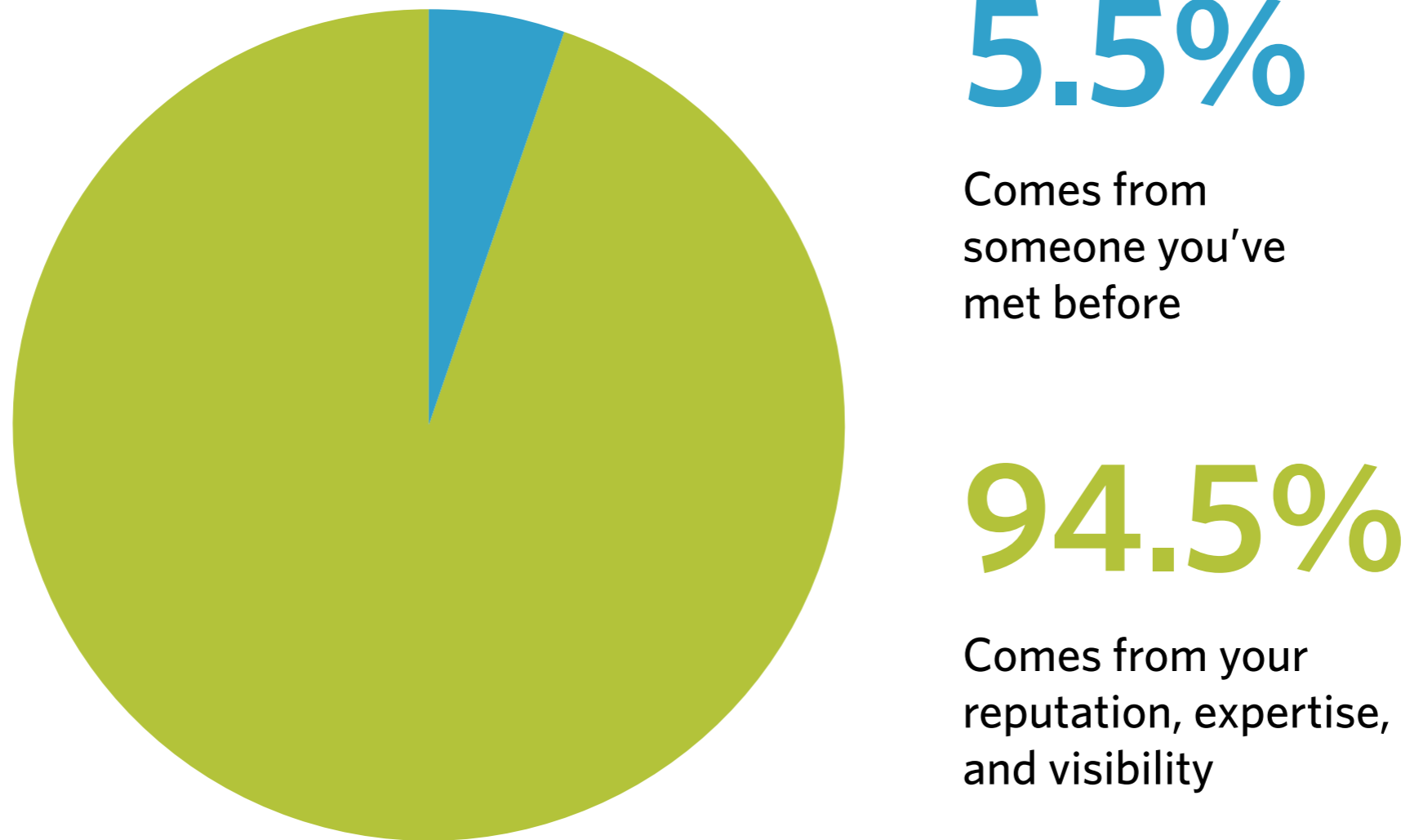


Source: *Visible ExpertsSM: How High Visibility Expertise
Helps Professionals, Their Firms, and Their Clients*

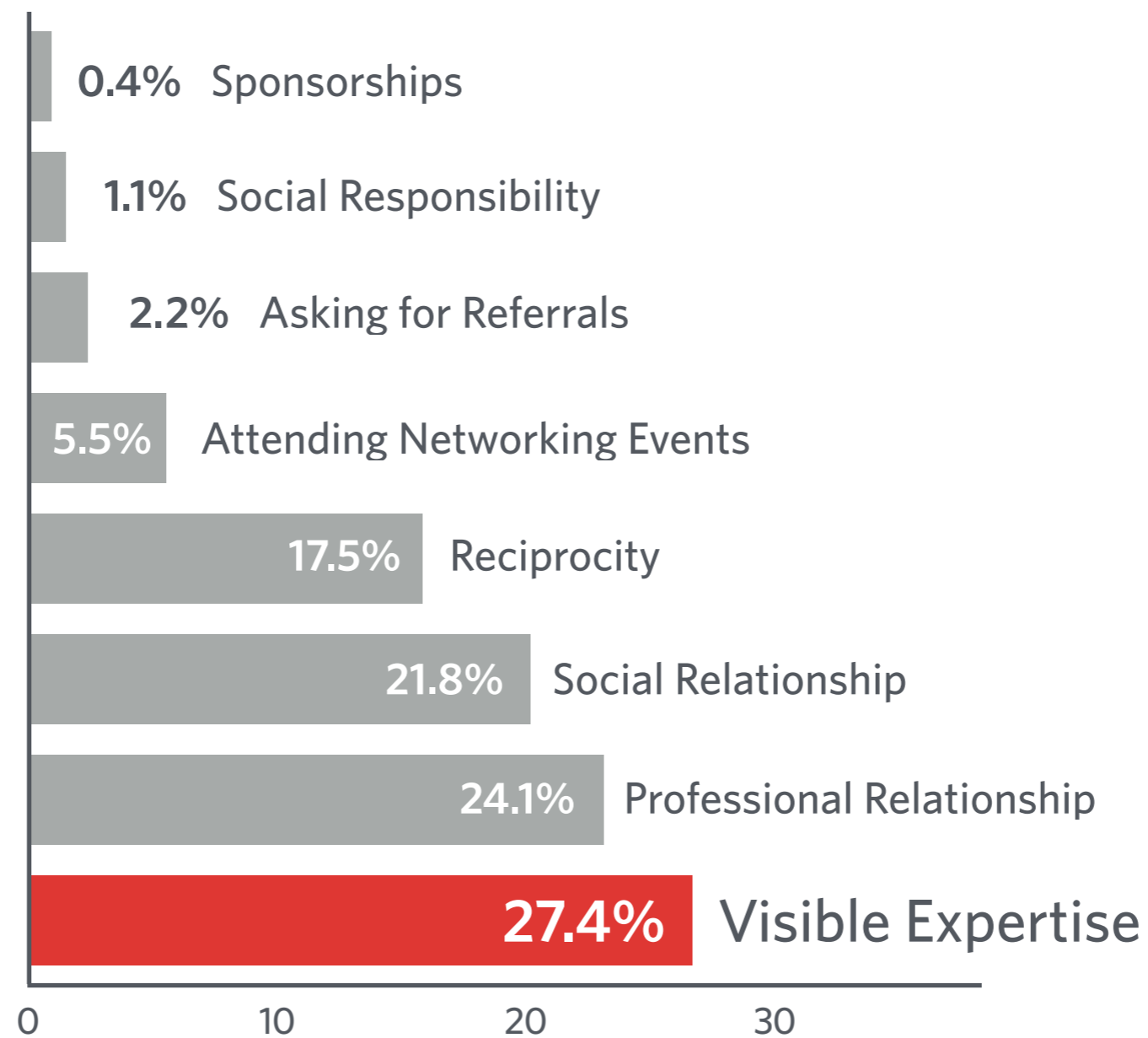
Three Types of Referrals

- > Reputation
- > Expertise
- > Experience

Where Do Non-Client Referrals Come From?



Which factors increase the probability of referrals?



Tracking Engagements and Conversions



High growth firms used

22%

more metrics to
measure marketing success.

High-Growth Firms More Likely to Measure

- > Web traffic
- > Social media engagement
- > Web conversions
- > Speaking engagement invitations
- > Number of leads generated

Selecting a Metric

- > Continuously available
- > Low component of judgment (objective)
- > Accepted as relevant
- > Easy to monitor



Key Considerations

Frequency	Weekly, monthly, quarterly
Display	Graphic
Comparisons	Month to month, quarter to quarter, year over year
Adjustments	One variable at a time if possible
Testing	Always consider A/B tests

Visibility Metrics

Website traffic

- > Direct
- > Organic search
- > Referral
- > Social media

- > By platform

Email list size (mailable names)

Social media followers

Expertise Metrics

Content

- > Premium content downloads
- > Blog Traffic

PR

- > Guest posts/articles
- > Earned media coverage

Online endorsements

- > Social shares
- > Inbound links (organic)

Speaking engagements

Impact Metrics

Inbound leads

- > Form fills
- > Phone/email

Opportunities (CRM)

Proposals

- > Number
- > Cumulative value \$

Wins

- > New client
- > Existing clients
- > Number
- > Cumulative value \$

Firm growth

Firm profitability

A/B Testing

Testing is the only way to learn what works and what doesn't:

RESEARCH STUDIES

2015 Professional Services Marketing Priorities


How will firms prioritize in 2015?

Big questions are on the horizon: what are the most urgent business challenges for professional services firms? And how will firms prioritize their marketing efforts?

The Hinge Research Institute surveyed over 500 professional services firms to find the answers. Now we've released the results in a free research report: **2015 Professional Services Marketing Priorities**.

In this report, we provide detailed data on:

- > The top business challenges facing professional services firms



2015 Professional Services Marketing Priorities Report

17 charts
21 pages
Cost: FREE

RESEARCH STUDIES

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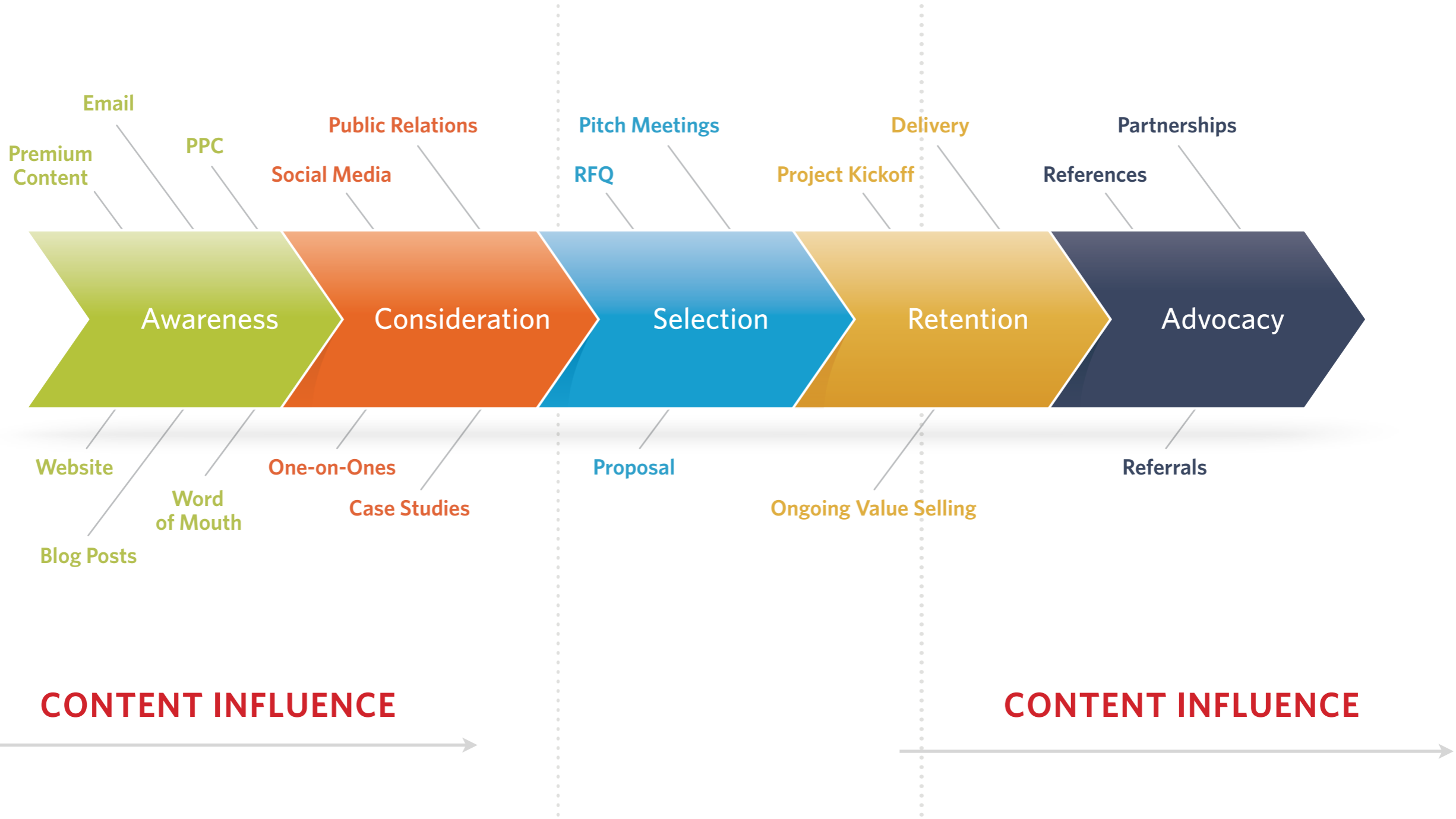


14.5% Conversion Rate

In Closing



Client Experience Journey



Key Takeaways

- > The client journey is self directed
- > Expertise is a top criteria for selecting a firm
- > Content = expertise
- > Expertise drives referrals
- > Visibility, Expertise, and Impact Metrics are critical for holding your content marketing accountable

Free Hinge Resources



Rethinking Referral Marketing



2017 High Growth Survey

Content Marketing Guide for Professional Services Firms



Do it Yourself with Hinge University

Hinge University is a powerful, new training platform where busy professionals can learn—step by step—how to grow their business, from the leader in professional services marketing.

There are many different ways of learning with Hinge University. We recommend the Visible Firm® course to leverage what you've learned in this webinar.

In The Visible Firm® course, you'll learn:

- > How to make your firm more visible
- > How to grow your firm faster
- > Attract better talent

Register at: www.hingeuniversity.com

How Hinge Can Help

Free Content Marketing Review:

- > We'll review your online content strategy
- > Content relationship to SEO
- > Social media frequency
- > and, more!



**Respond to follow-up
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703 391 8870

For webinar registrants only!

Thank you! Questions?

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