

Blogging 2.0: *How to Convert Content into Leads & Sales*

Presented by: Lee Frederiksen & Matt Heinz


Meinz
MARKETING
Passion. Focus. Results.



Hinge®



Chat Live on Twitter!

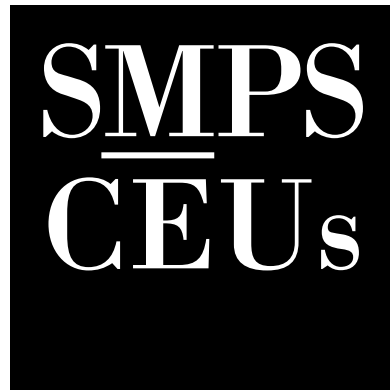
Today's Hashtag:



#HingeHeinz

SMPS CEUs

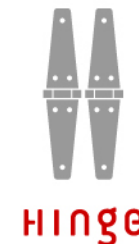
Hinge is an SMPS Approved Provider of continuing education units (CEUs)!



Steps:

1. Register to attend our no-cost 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

Today's Speakers



Lee Frederiksen, Ph.D.

Managing Partner, Hinge Marketing

lfrederiksen@hingemarketing.com

Connect with me on LinkedIn:
[in/leefrederiksen](https://www.linkedin.com/in/leefrederiksen)

Connect on Twitter:
[@HingeMarketing](https://twitter.com/HingeMarketing)



Matt Heinz

President, HeinzMarketing

matt@heinzmarketing.com

Connect with me on LinkedIn:
[in/mattheinz](https://www.linkedin.com/in/mattheinz)

Connect on Twitter:
[@HeinzMarketing](https://twitter.com/HeinzMarketing)

Agenda

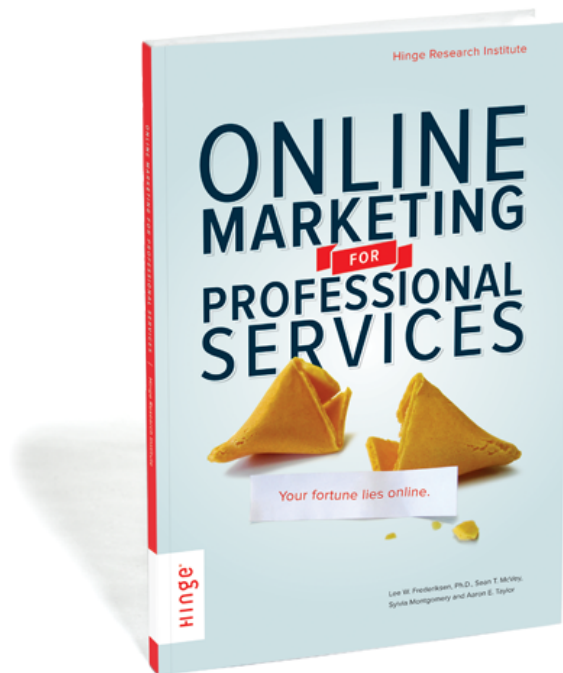
- Research background
- Heinz Marketing: A case study
- Hinge Marketing: A case study
- Wrap-up and questions



RESEARCH BACKGROUND



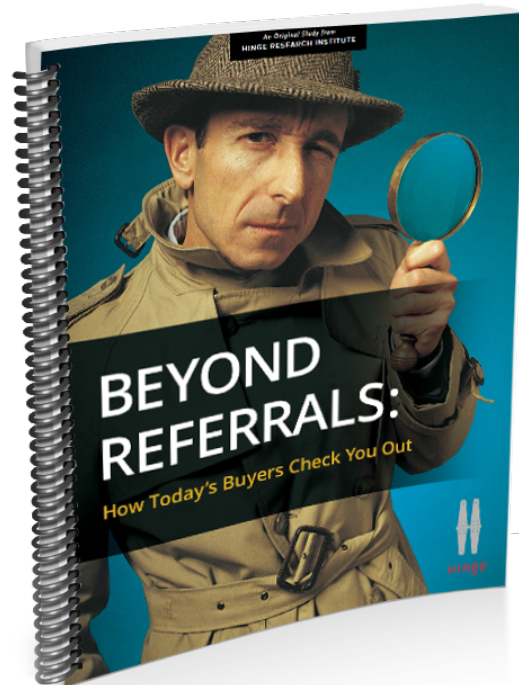
Research Background: Two Studies



500

professional
services firms

Research Background: Two Studies

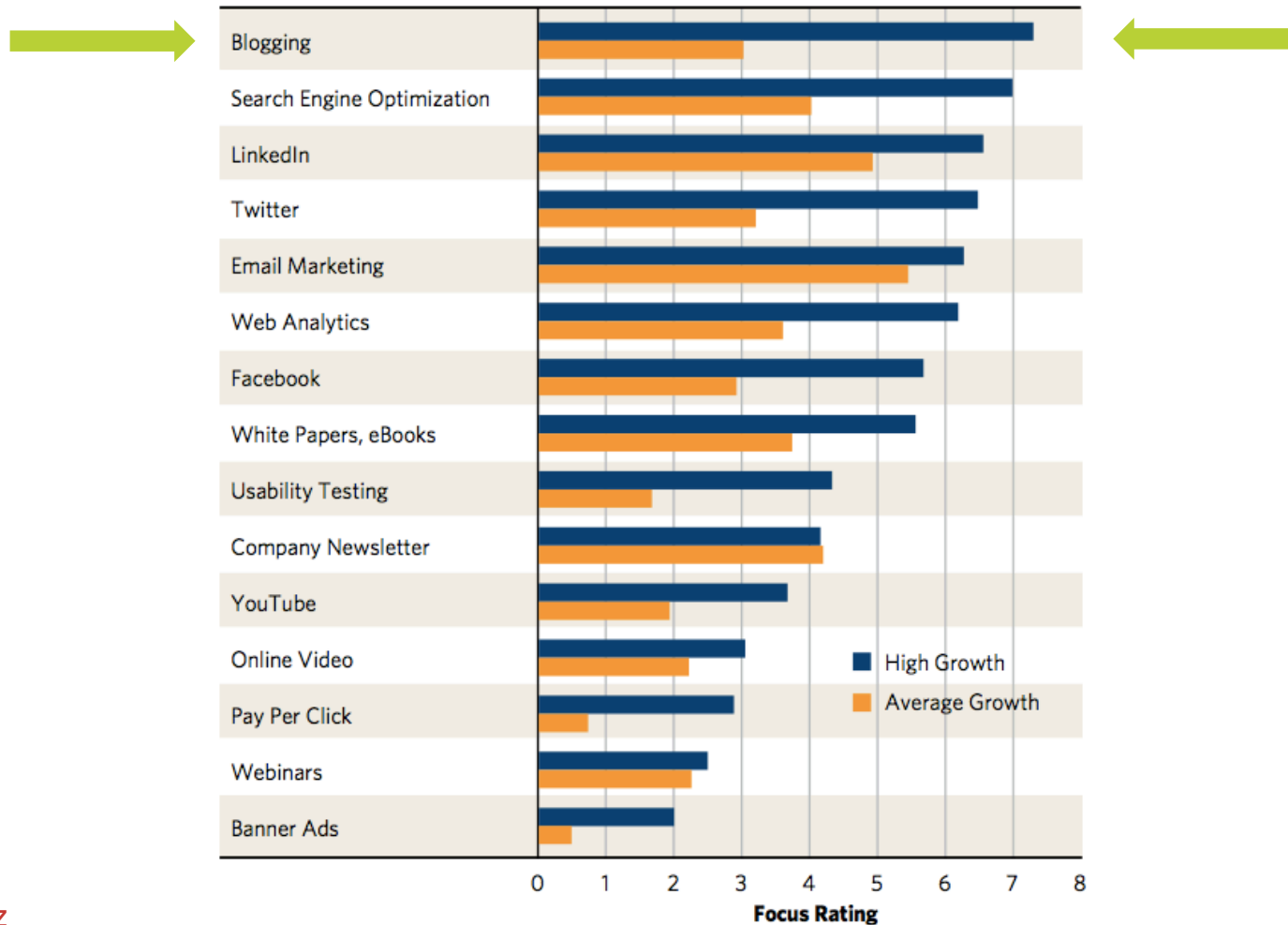


1,028

professional
services buyers

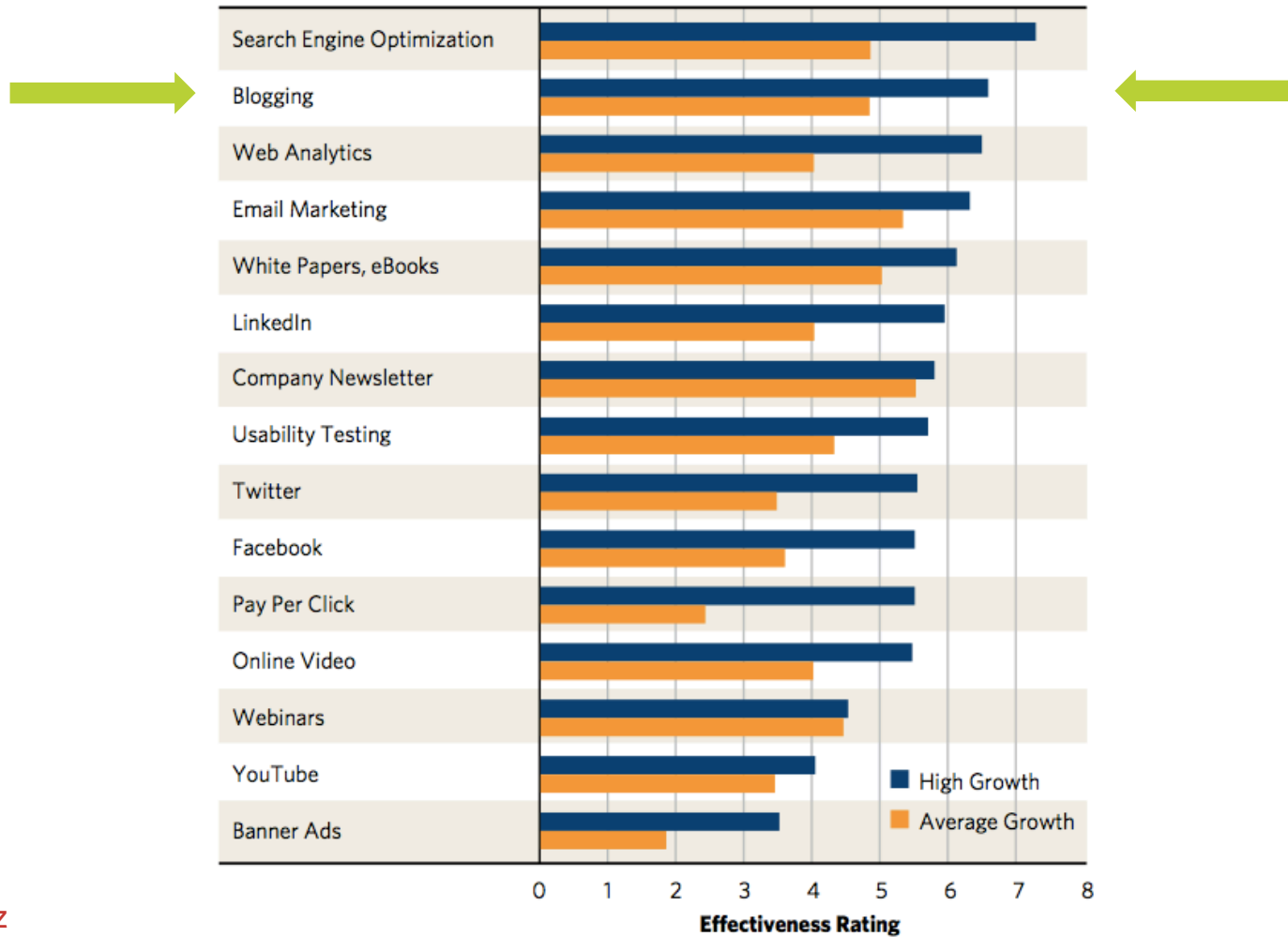


High Growth Firms Focus on Blogging

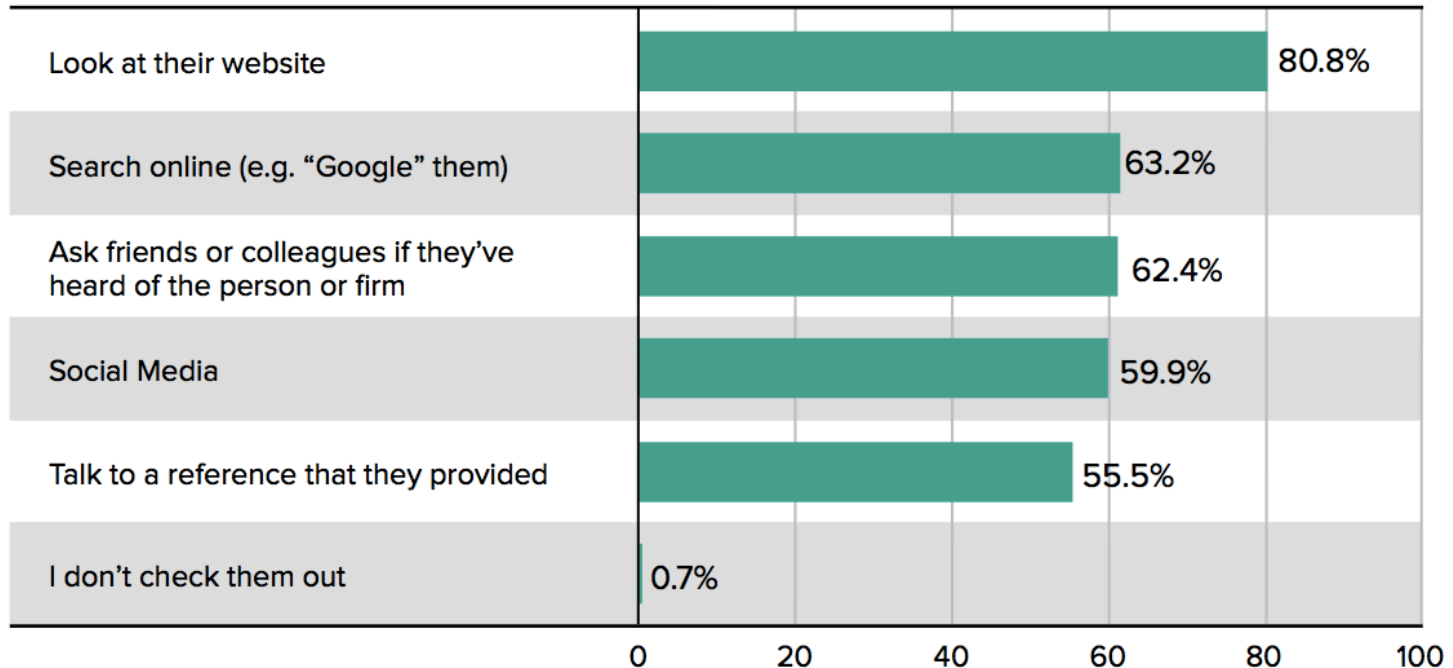




The Effectiveness of Blogging



How Buyers Check Out Professional Services Providers



Why should professional services firms blog?

- To increase firm visibility.
- For search engine optimization benefits.
- To bolster firm reputation and brand.
- To communicate firm expertise and problem solving skills for issues that readers might be facing.



What makes a blog successful?

- Have a consistent flow of content.
- Write educational posts on topics relevant to target audiences.
- Have a conversion offer.
- Make it easy to navigate and easy for users to find the information they're looking for.
- Keep your design up-to-date.

HEINZ MARKETING: *A Case Study*



The Heinz Growth Story

Founded five years ago

- › No revenue
- › 1,500 newsletter subscribers
- › 250 blog posts (avg. 1,200 visitors/month)
- › ~2,000 Twitter followers
- › ~600 LinkedIn connections

The Heinz Growth Story

As of July 15, 2014

- › \$1M+ revenue run-rate
- › 25,000+ newsletter subscribers
- › 1,800+ blog posts (avg 24,000 visitors/month)
- › 40,000+ Twitter followers
- › 9,800+ LinkedIn connections

At the center of it all is our blog...

Blog Strategy in One Sentence

“Sell the hole, not the drill”





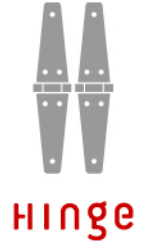
What do customers care about?



Blog Strategy in 5 Questions

1. What/who are your targets?
2. What do they care about? What outcome are they seeking?
3. Where do you find them?
4. What or who influences them?
5. How do they want to engage and (eventually) buy?

Custom Messages by Role



	Audience	Drivers	Pain Points	Value Propositions (bullet points)	Key Messages
Vertical #1					
	CEO				
	IT/CIO				
	CFO				
	CMO				



Three Types of Content

- 1. Proactive**
- 2. Reactive**
- 3. Participatory**



Planning Content

	Week 1	Week 2	Week 3	Week 4
Theme 1				
Theme 2				
Theme 3				
Theme 4				

Editorial Calendar Example

Market Leader
Q2 2010 Editorial Calendar

		May				June				
		Week of May 3	Week of May 10	Week of May 17	Week of May 24	Week of May 31	Week of June	Week of June 14	Week of June 21	Week of June 28
Corporate Theme		Spring Season Heats Up				New Vision for Real Estate Industry				
Content Theme		Bringing it all together to grow your business				Are you growing your market share?				
Company News (PR)			Fiji Release	Leading RE free trial	Gathering of Eagles Keynote Recap		200th MLS			
Industry Calendar					Mid-year NAR					
Training & Education	Broker Ops (Bob)		Agent productivity tools - what's recommended, what's working (blog, AR)	Creating a customer-centric brokerage (blog)		Top 10 reasons why brokers should care about social media (blog, AR)		12 ways to motivate, excite and retain your agents (blog)		
	Broker LinkedIn Group Questions		What productivity tools are your agents using? Any that have been adopted across the brokerage?	What does customer-centric mean at your brokerage? What are your best practices around this?	How many conferences to do you attend each year? Which are your favorites and why?	What is your brokerage doing with social media? Can you measure specific new business from these investments?	How has business been since the home-buyer credit expired? What new promotions have you instituted to replace it?	What are your best practices for motivating, exciting and retaining your agents?	What is your brokerage doing to encourage and facilitate teamwork and resource sharing?	How much training do you provide your agents? What topics do you focus on?
	Leadership (Ian)		The best customer service advice I ever received (blog)	Early listing season observations (blog)	Why listings matter even in a buyers market (blog)		Attracting & recruiting agents (blog)			
	Agents & Teams (Scott)	How to share best practices across your team (blog, AR)		Team collaboration best practices (blog, AR)			How to be more efficient when you don't always share the same workspace (blog, AR)		Combining resources across a team to increase marketing impact (blog, AR)	
	Sales & Marketing Advice (anon)	Five seller appeasement strategies that won't break the bank (blog, AR)				Seller marketing tips from real estate veterans (blog, AR)				Best practices for listing presentations (blog, AR)
	Search & Web Tips (Thad)		How to increase your Twitter followers (blog, AR)		Why your Web domain is so important (and why it's not) (blog, AR)		How to be immediately responsive to your Web leads (blog, AR)	How to help local buyers/sellers find your Web site (blog, AR)		Using social media to market your listings (blog, AR)
Leadership Commentary	Market Leader Voices	Guest Posts: Broker Web site success stories (pull from Exit customers)		Guest Posts: Best customer service you ever gave or received				Guest Posts: Tips and Tricks to Establish Yourself as the Market Leader		
	Five Ways to be a Market Leader (Video)		5 ways to improve your search results (Thad)	5 ways to build a business within a business (Ian)	5 ways to instantly improve your customer service (Scott)	TBD	TBD	TBD	TBD	TBD
	Ian's Leadership Videos			Five Characteristics of a Successful Real Estate Business		Building a Customer-Centric Brokerage		Why Lead Management Matters (and why it's often ignored)		Knowing when technology is important, and when it's not

Five Common Blogging Mistakes

1. Not having a plan up front
2. Writing for the company instead of the customer
3. Not encouraging and participating in two-way communication
4. Not promoting, aggregating and curating great content from others
5. Only producing written content

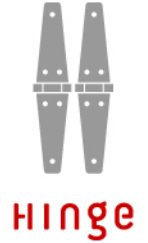
Repurposing



10 Sources of Content Inspiration

1. Customer questions
2. Stuff you read
3. People you disagree with
4. Your customer-facing teams
5. Trade press
6. Conferences, panels & webinars
7. Twitter hashtags
8. LinkedIn Answers
9. The news
10. Things you see that are dumb

Seven Ways I Doubled Lead Volume From Our Blog



1. Integrate offers as text links
2. Add offers to the sidebar
3. Add italicized offers at the bottom
4. Add integrated links custom to the content
5. Measure which topics convert best
6. Repurpose past posts into best practice guides
7. Optimize posts as you write them



Headline Best Practices

- Be relevant
- Be precise
- Tease
- Use numbers
- Use keywords early
- Use two parts
- Address the reader directly



Blog Comment Management

- Be your most active contributor
- When in doubt, leave it up
- Use a real platform (i.e. Disqus)
- Moderate post-publication
- Actively invite responses
- Engage in other channels as well

HINGE MARKETING:

A Case Study



HINGE®

How do you know if it's time for a blog refresh?

1. How long has it been since our last upgrade?
2. Are we missing any features?
3. Have we outgrown our current design?



PROFESSIONAL SERVICES MARKETING BLOG

JUN
30
2014

Webinar Recap: The Top 5 Brand Building Strategies

By [Lee Frederiksen](#)



In last week's webinar, we discussed [The Top 5 Brand Building Strategies](#) for professional services firms. The strength of a brand can be boiled down to the following equation: brand strength = reputation x visibility). But after defining what makes a professional services brand with this simple equation, what does brand success look like? With significant benefits like higher frequency of referrals and a higher close rate, brand building is worth prioritizing.

THE TOP BRAND BUILDING STRATEGIES

1. Content Marketing. When it comes to building your brand, content marketing is one of the most important tactics you can use. Not only is content marketing less expensive than traditional outbound marketing, it also works. Thanks to content marketing, your firm will:

SHARE

17

 Tweet

4

 Share

93

 Share

2

 Google+

0



 Email

SUBSCRIBE



RSS FEED

or

Subscribe by Email

IN THIS BLOG:

- Professional Services Marketing Tips
- Growth Strategies
- Free Resources and Tools

Search the Blog 

Blog Categories

- Accounting/Finance
- Architecture/Engineering/Cons
- Branding
- Elements of a Successful Brand
- Government Contracting
- Marketing
- Messaging
- Online Marketing
- Positioning
- Professional Services
- Profiles in Professional Services
- Recruiting
- Referrals
- Referrals

- › Demonstrate its expertise to both prospects and competitors.
- › Get found more easily on search engines.
- › Qualify and nurture more leads.
- › Become more transparent and relatable to clients and followers.
- › Save time, because your content is always working even when you aren't.

Developing a strategy is the best way to keep your content creation on track and organized. Determine your topics alongside a promotion plan to make sure you're always prepared with fresh, new content. Creating content in conjunction with specific lead nurturing campaigns can also work wonders on your conversion numbers.

Need more convincing? Firms that generate at least 40% of their leads online grow four times faster. And firms that generate at least 60% of their leads online are twice as profitable.

[READ FULL TEXT](#) →

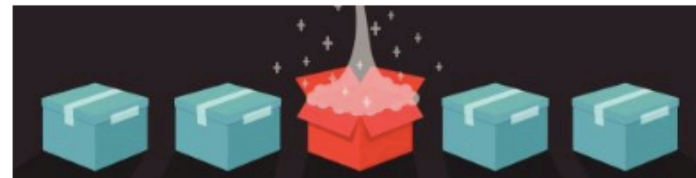
Filed under: [Branding](#), [Elements of a Successful Brand](#), [Branding](#), [Strategy](#)

[Leave a Comment](#)

JUN
27
2014

Beginners' Techniques for Email Marketing

By [Katie Sanner](#)



SHARE

6

[Tweet](#)

8

#HingeHeinz

Social Media
Taglines
Technology Industry
Websites
A/E/C
Accounting & Finance
Management Consulting
Technology
Branding
Case Studies
Content Marketing
Lead Generation
Online Marketing
Research
Social Media
Strategy
Visible Experts
Websites

Most Popular

[10 New Business Lead Generation Ideas](#)

[A Keyword-Fueled Approach to Online Marketing](#)

[Cost of Video Production vs. Benefits for Professional Services Firms](#)

[Developing Your Content Marketing Strategy](#)

[How to Increase Professional Services Referrals](#)

P/VOI

Sign up for Pivot, Hinge's monthly briefings on professional services marketing delivered to your email inbox

What Was Working

- We posted consistently (three times a week).
- We provided educational content on a wide range of topics that our audience is interested in.
- Our posts could be easily shared on social media.
- A steady stream of new leads.





What Wasn't Working

- The ability to handle more content.
- The ability to develop industry channels.
- A need for guest content.
- Dated design.
- Organization and accessibility.

Rebranding



Blog  **Publication**



New Name and New Mission

Professional Services Marketing Today

Our new mission:

Give professional services executives and marketers advice and insight they can't get anywhere else — in a fun and approachable way.



Professional Services Marketing Today

Read. Grow. Repeat.

FOLLOW HINGE



INDUSTRIES

TOPICS

Search



FEATURED

8 Key Questions That Will Help You to Know When to Update Your Website

When was the last time your firm updated its website? These are the eight questions you should be asking to know if your site is ready for an update.

BY MEGAN YAROCHE  

07/25/14



Email Address

SUBSCRIBE

[Privacy Policy](#)

PSEF

Join the **Professional Services Executive Forum**, a LinkedIn Group exclusively for professional services executives.



LEARN MORE & JOIN



How to Create Compelling Technology Client Case Stories

ELIZABETH HARR

07/24/14



Tale of a Blog Overhaul (Slideshare)

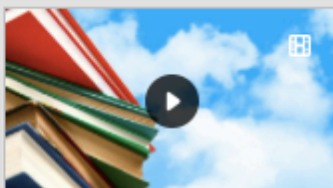
KIM CORNWALL MALSEED

07/23/14

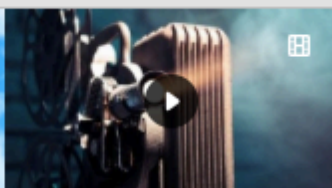


Webinar: Blogging 2.0: How to Convert Content into Sales & Leads

HOSTED BY: LEE FREDERIKSEN AND MATT HEINZ ON 07/30/14




Video: What is a Visible Expert?



Video: How to Define Your Target Audience

STAT OF THE WEEK

Linked 



Other



70% of buyers prefer LinkedIn over

UPCOMING EVENTS

Sylvia Montgomery to Present at SMPS Build Business National Conference

July 31, 2014
San Antonio, TX

Sylvia Montgomery to Present a Webinar with Axium

August 27, 2014

Chris Ourand to Present at B2G Content Boot Camp

September 9, 2014
Columbia, MD

MOST POPULAR

Cost of Video Production vs. Benefits for Professional Services Firms

Top 5 Lead Generation Tips in Management Consulting

CHRIS OURAND

07/22/14

What Every Managing Partner Needs to Know About Social Media

LEE FREDRIKSEN

07/21/14

GUEST POST

Capture Customers' Imagination with Corporate Journalism

LARRY BODINE,
GUEST BLOGGER

07/11/14

Professional Services

A 10 Step Brand Development Strategy for Your Professional Services Firm

Load More +

GET INVOLVED

WRITE FOR US

SUGGEST TOPIC



Beyond Referrals: How Today's Buyers Check You Out

How buyers check out and evaluate professional services providers before purchasing.

DOWNLOAD NOW (it's free!)

What Does Google's Panda 4.0 Mean for Your Professional Services Firm's Website?

KEVIN BLOOM

07/18/14



Spiraling Up

How to create a high growth, high value firm.

Free

DOWNLOAD NOW



5 Accounting Marketing Efforts Every CPA Must Know for Higher Growth

LEE FREDRIKSEN 07/17/14



Actionable Research: A Roadmap to a Successful Rebrand

JOHN TYREMAN 07/16/14



An Introduction to Responsive Design for A/E/C Websites

SYLVIA MONTGOMERY 07/15/14



Is It Time to Upgrade Your Blog?

LEE FREDRIKSEN 07/14/14



GUEST POST

Capture Customers' Imagination with Corporate Journalism

LARRY BODINE,
GUEST BLOGGER 07/11/14

Professional Services Marketing Today

Read. Grow. Repeat.

FOLLOW HINGE



INDUSTRIES

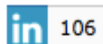
TOPICS

Search



BY LEE FREDERIKSEN

SHARE



21 JUL
2014



What Every Managing Partner Needs to Know About Social Media

As managing partners of professional services firms, social media is typically not at the top of our priority list. Growing the firm, finding top talent, deepening client relationships, yes... but social media? Not so much.

But as it turns out, social media actually plays an important role in many of the issues that occupy our attention. Now don't get me wrong, I'm not a social media cheer leader or even a die-hard user. In fact, I started out with a healthy dose of skepticism.

So what changed my mind? Research and results. Research into the actual impact of social media on firm growth, [profitability](#) and [recruiting](#) as well as the real-world results we have experienced in our firm and with our clients.



Email Address

SUBSCRIBE

[Privacy Policy](#)

PSEF

Join the **Professional Services Executive Forum**, a LinkedIn Group exclusively for professional services executives.



LEARN MORE & JOIN

UPCOMING EVENTS

Sylvia Montgomery to Present at SMPS Build Business National Conference

July 31, 2014
San Antonio, TX

Sylvia Montgomery to Present a Webinar with Axium

August 27, 2014

Chris Ourand to Present at

On Twitter or LinkedIn? Follow us @hingemarketing and join us on LinkedIn.



New Book: Online Marketing for Professional Services
How to use online marketing to drive growth and profits.

[LEARN MORE & DOWNLOAD](#) *(it's free!)*



LEE FREDERIKSEN Who wears the boots in our office? That would be Lee, our managing partner, who suits up in a pair of cowboy boots every day and drives strategy and research for our clients. With a Ph.D. in clinical psychology, Lee is a former researcher and tenured professor at Virginia Tech, where he became a national authority on organizational behavior management and marketing. He left academia to start up and run three high-growth companies, including an \$80 million runaway success story.

INDUSTRIES & TOPICS

- Social Media

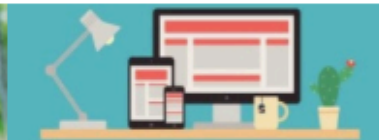
YOU MIGHT ALSO LIKE



5 Accounting Marketing Efforts Every CPA Must Know for Higher Growth

LEE FREDERIKSEN

07/17/14



Is It Time to Upgrade Your Blog?

LEE FREDERIKSEN

07/14/14



What's New in the Third Edition of the LinkedIn Guide for Professional Services Executives

LEE FREDERIKSEN

07/07/14

Hinge Blog Statistics

Old blog:

- 25.58% of website traffic going to the blog
- Overall conversion percentage: ~6.9%

New blog:

- 31.38% of website traffic going to the blog
- Overall conversion percentage: ~7.2%

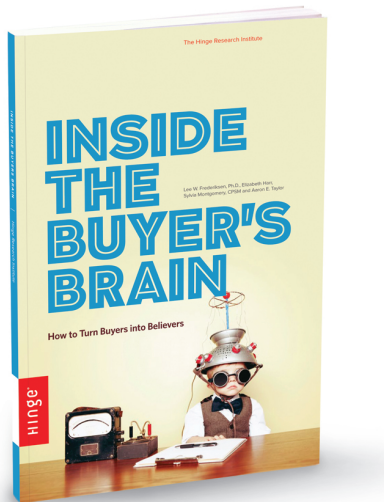
Free Content Marketing Review

- ✓ For webinar registrants only!
 - > **We'll discuss:**
 - Discuss your existing educational content.
 - Identify opportunities to generate the right content for your expertise and industry.
 - Explore content trends in your marketplace.
 - Talk about how audiences share content in your industry and how you can leverage social media most effectively.

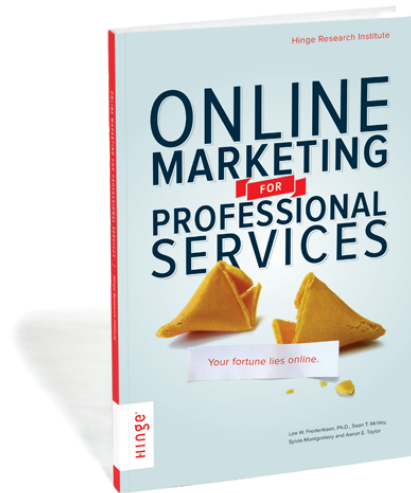


Respond to follow-up email or call: **703.391.8870**

Hinge Marketing: Free Resources



Inside the Buyer's Brain



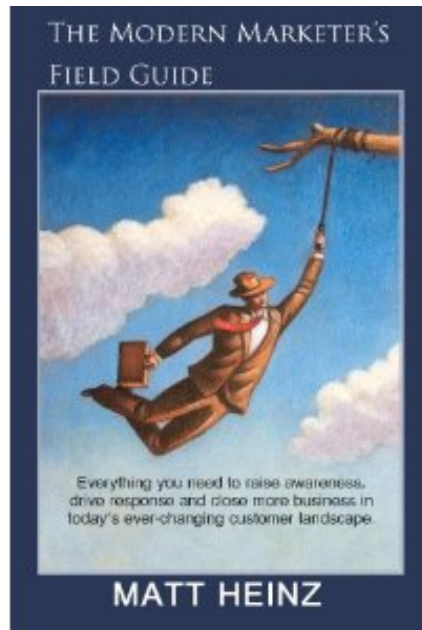
Online Marketing for Professional Services



Content Marketing Guide for Professional Services Firms

Available at: www.hingemarketing.com/library

Heinz Marketing: Free Resources

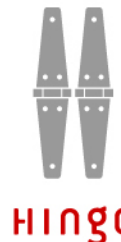


The Modern Marketer's Field Guide

[http://acceleration.heinzmarketing.com/
ModernMarketersFieldGuide](http://acceleration.heinzmarketing.com/ModernMarketersFieldGuide)

Available at: <http://www.heinzmarketing.com/resources/free-resources/>

Thank you! Questions?



Lee Frederiksen, Ph.D.

Managing Partner, Hinge Marketing
lfrederiksen@hingemarketing.com

Connect with me on LinkedIn:
[in/leefrederiksen](https://www.linkedin.com/in/leefrederiksen)

Connect on Twitter:
[@HingeMarketing](https://twitter.com/HingeMarketing)




Matt Heinz

President, HeinzMarketing
matt@heinzmarketing.com

Connect with me on LinkedIn:
[in/mattheinz](https://www.linkedin.com/in/mattheinz)





Connect on Twitter:
[@HeinzMarketing](https://twitter.com/HeinzMarketing)

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

Connect with Heinz

-  www.heinzmarketing.com/matt-on-marketing/blog
-  www.twitter.com/HeinzMarketing
-  www.facebook.com/HeinzMarketing
-  www.linkedin.com/company/362862

www.heinzmarketing.com
877.291.0006