



# 2016 Marketing Planning: Building the Visible Firm

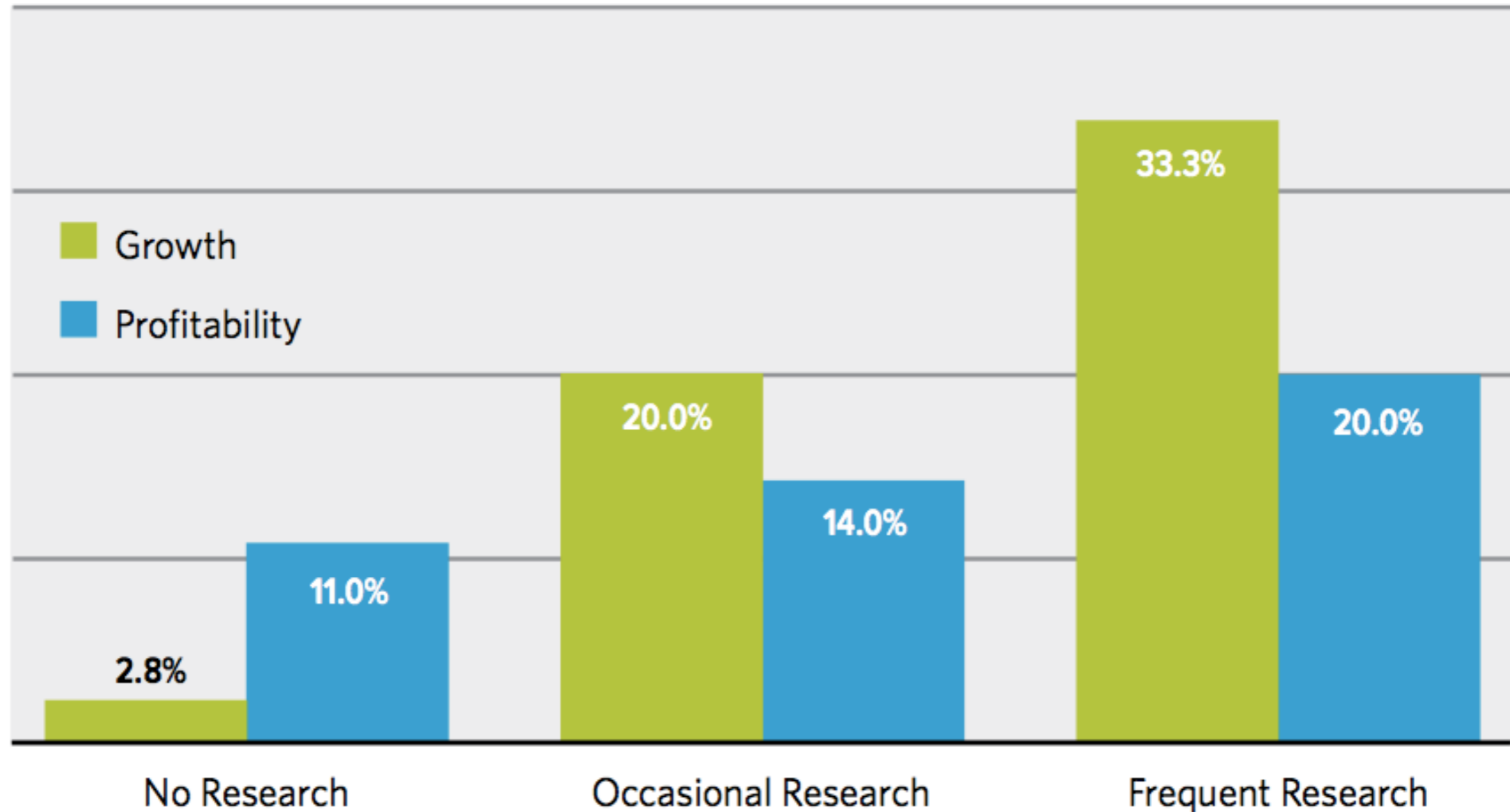
**PRESENTED BY**  
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Leverage Research to  
Understand Your Target Audience

# The First Step is Research

- Understand your target audience
- Identify your true competitive advantage
- Focus your efforts

# Impact of Research on Growth and Profitability

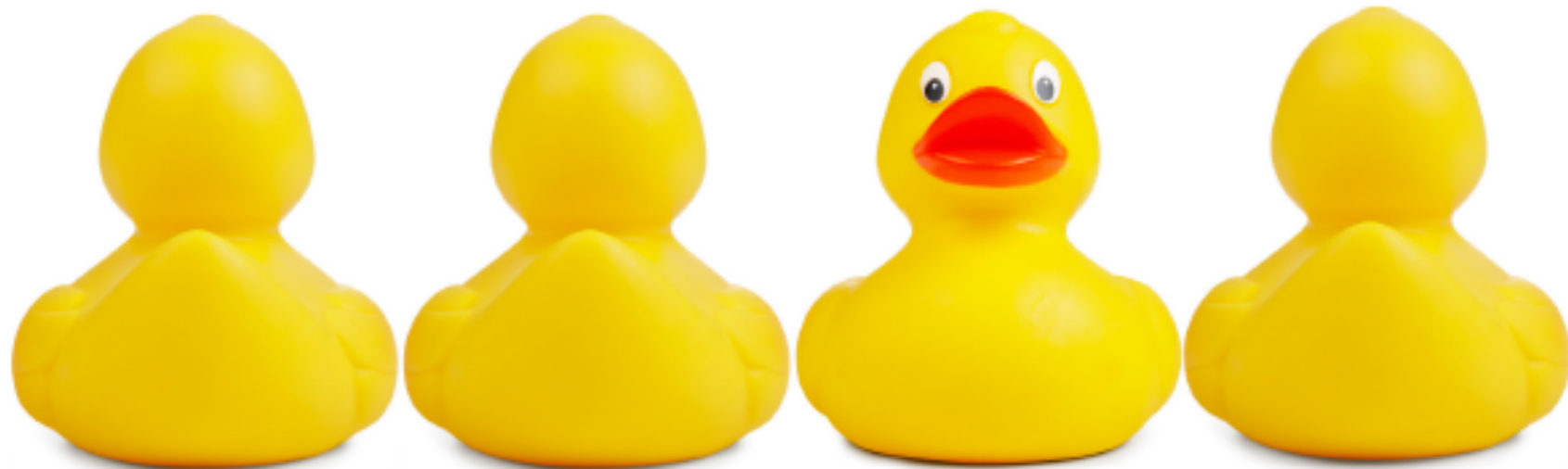


BLIND SPOT

*Research reduces risk.*

Identify Your Differentiators and Positioning

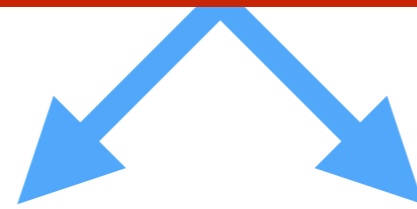
# *What is a differentiator?*



A differentiator is something that makes your firm *meaningfully different* from other firms.



# Sources of Differentiators



**Discovered** through  
your research

**Decide** to do  
something differently

# Differentiators must be

True

Relevant

Provable

High growth firms

**3X**

more likely to have a  
**strong differentiator.**

# Examples of Differentiators

## Weak Differentiators

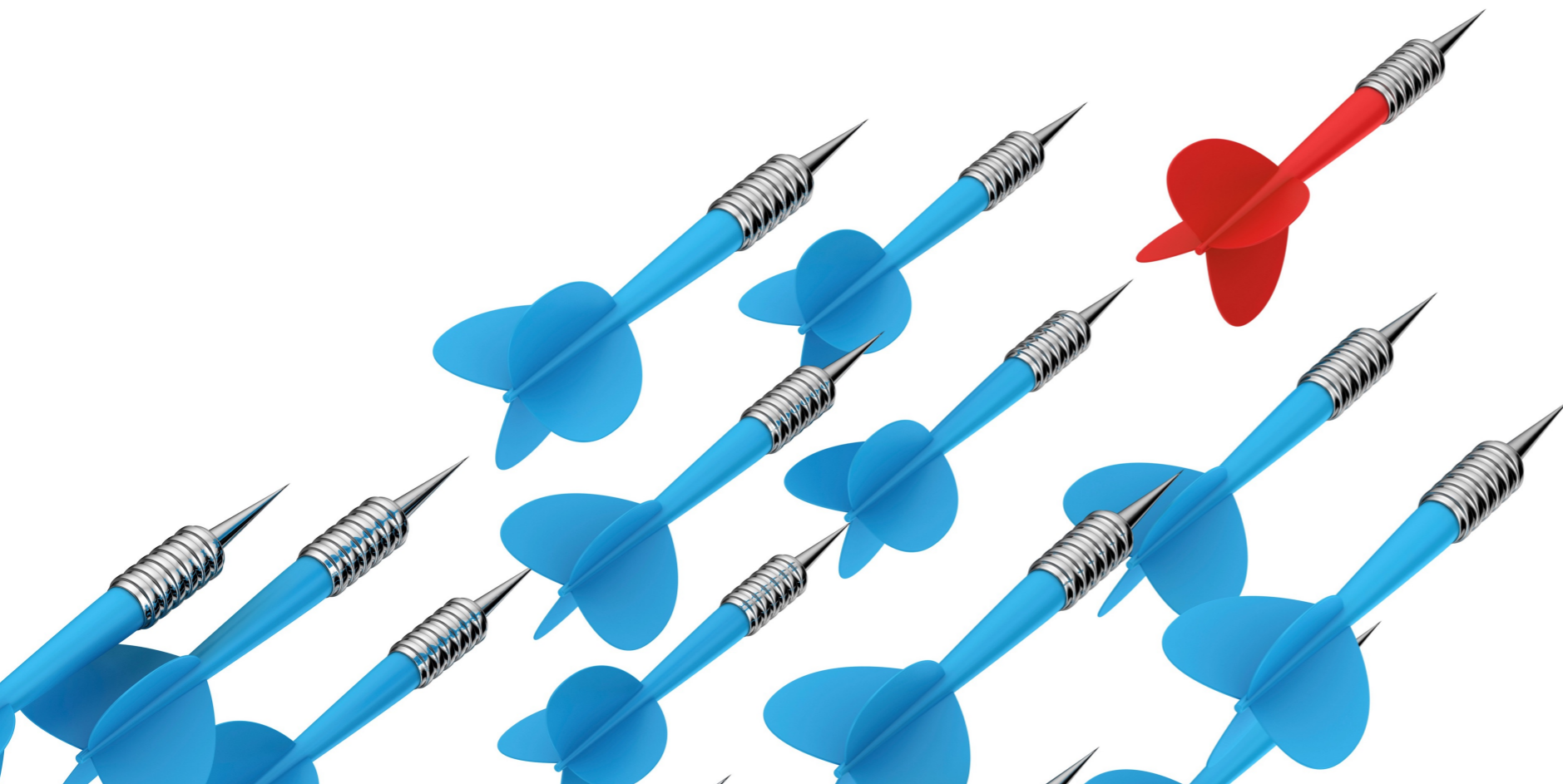
- We have great people
- We put the client first
- We always strive for excellence
- We are a trusted advisor

## Strong Differentiators

- Our client satisfaction is exceptional as demonstrated by our 88% referral rate
- We specialize in multi-location restaurants
- We are among the top 25 largest accounting firms in the nation

# What Is Positioning?

- Most firms take a similar approach to the marketplace
- Buyers have trouble distinguishing between service provider options
- Positioning sets firms apart and helps buyers recognize and prefer them



# Structure of a Positioning Statement

<b>Sentence 1</b>	Most important point of what you do and who you do it for
<b>Sentences 2-4</b>	Supports first sentence and further establishes your firm's differentiators
<b>Final Sentence</b>	Reinforces the value of your services and summarizes the major benefits of choosing you

Make Your Expertise **Visible**  
to Your Target Audience

# Draw From Your Research

- Identify the issues that are important to your target audience:

*What challenges do they face?*

*What are the organizational priorities that your services help address?*

*What are the triggers that lead clients to action?*



What is Important to  
Your Clients?

# What Services Are Important to Your Firm?

- What services are the best entry points for new clients?
- What services give you a competitive advantage?
- What client issues can you solve most effectively?



What is Important to  
Your Clients?

What Services Are  
Important to Your Firm?

*Focus on  
These Issues*

# Turning Your Positioning into Content

## POSITIONING

*The big idea people associate with you.*

## ISSUES

*The themes you write and speak about.*

## TOPICS

*Specific topics that can be turned into blog posts, webinars, speeches, etc.*

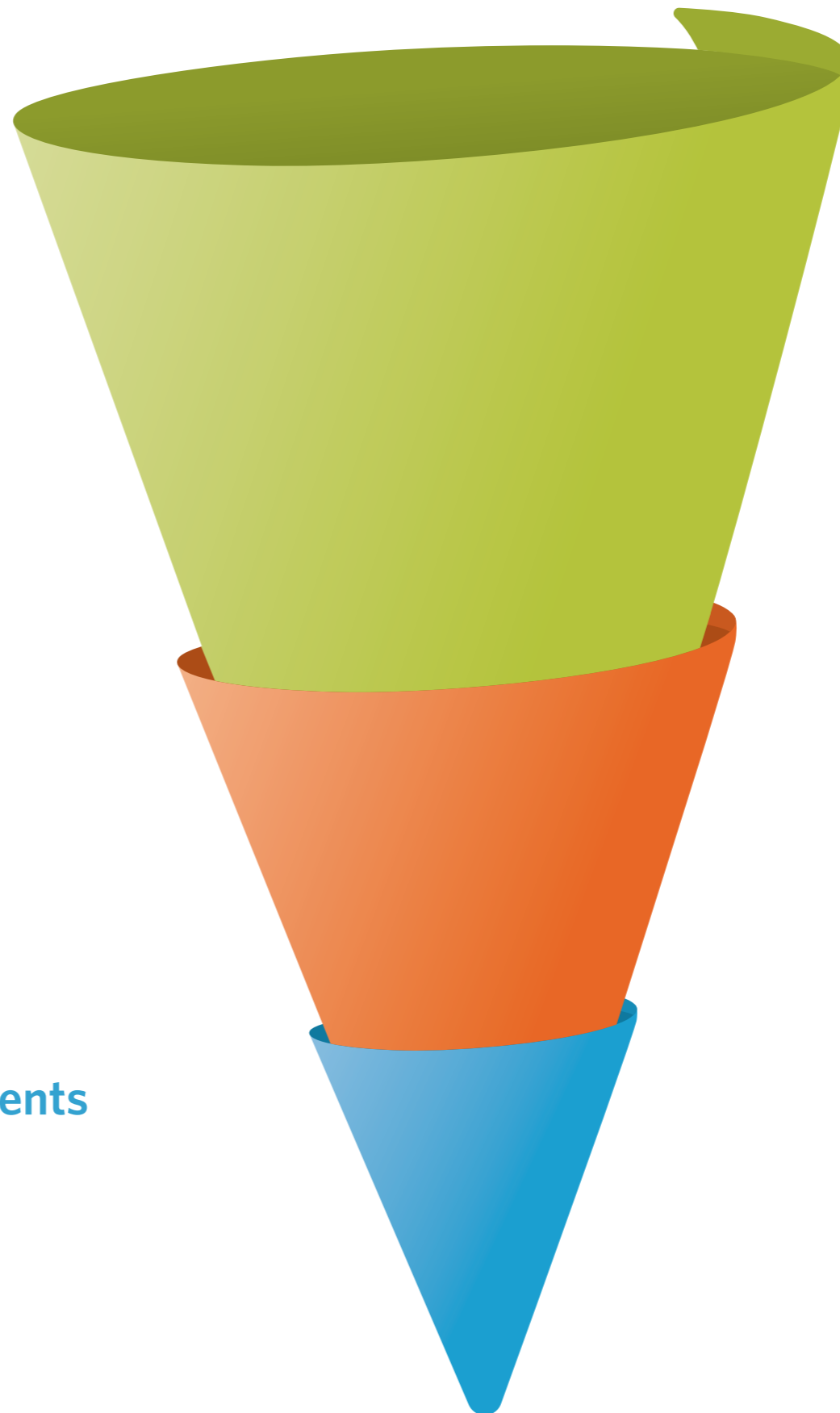


*Use your content to reach your audience  
at different stages of their buying process.*

Stage 1  
**Attract Prospects**

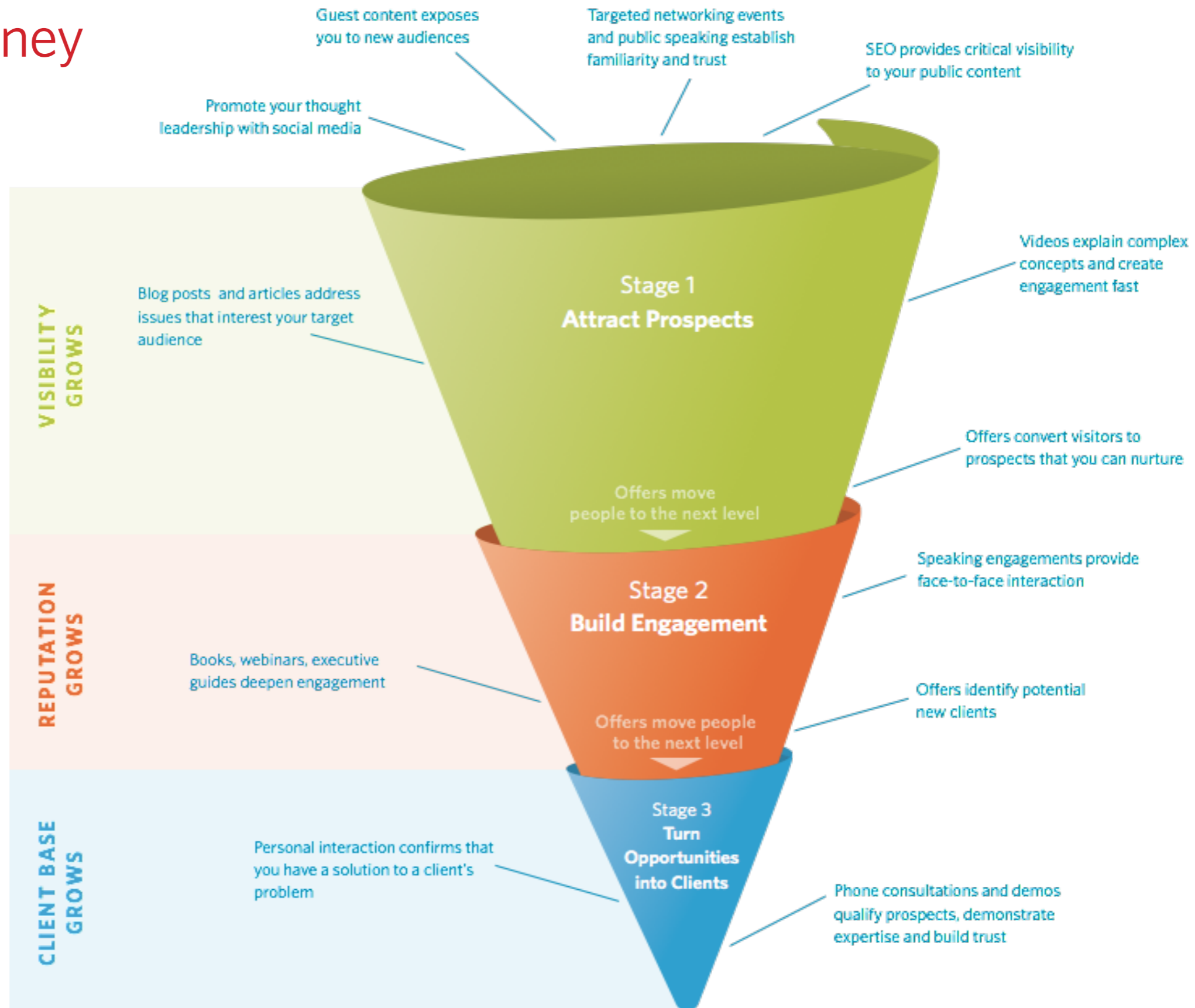
Stage 2  
**Build Engagement**

Stage 3  
**Turn Opportunities into Clients**



*Use different content at  
different stages of your new business pipeline.*

# Map Content to the Client's Journey





# Develop a Content Strategy & Editorial Calendar

1. Build the business case
2. Develop a content marketing strategy
3. Build a team
4. Perform a content audit



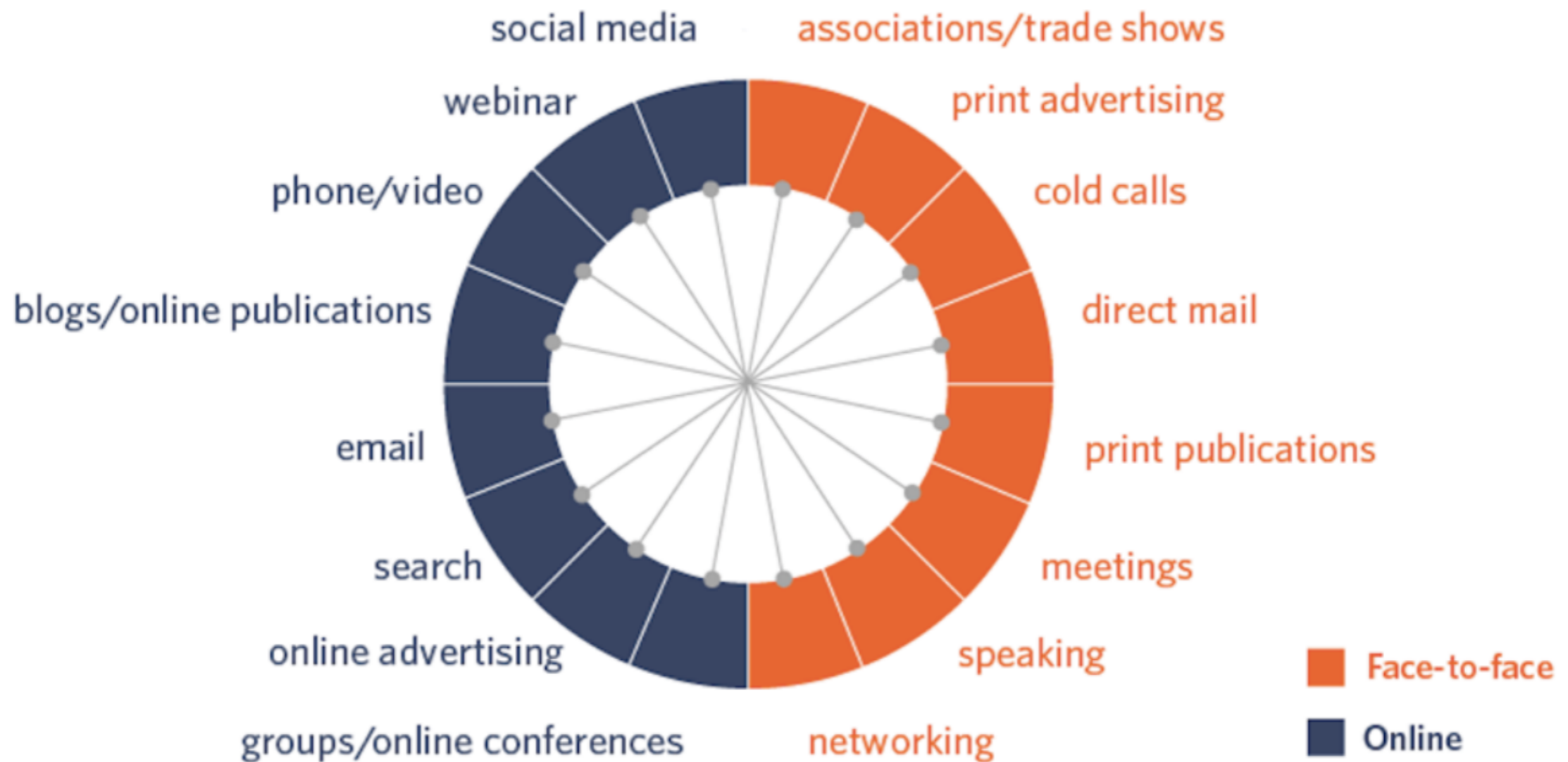
# Develop a Content Strategy & Editorial Calendar

5. Define targets, understand their journey
6. Map their journey
7. Develop channel plan / calendar
8. Track & test



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

# Take a Balanced Approach to Marketing

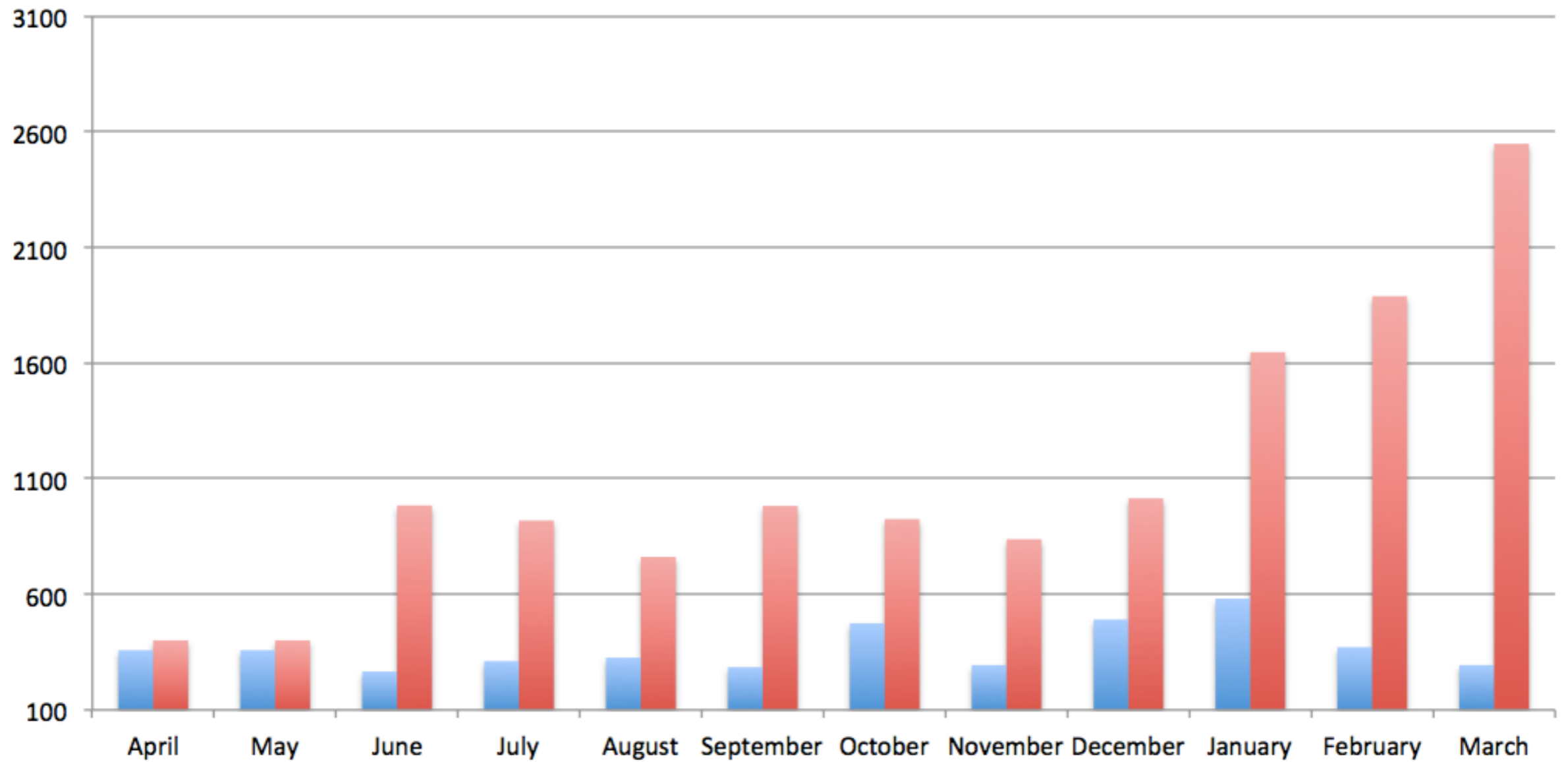


Track and Adjust

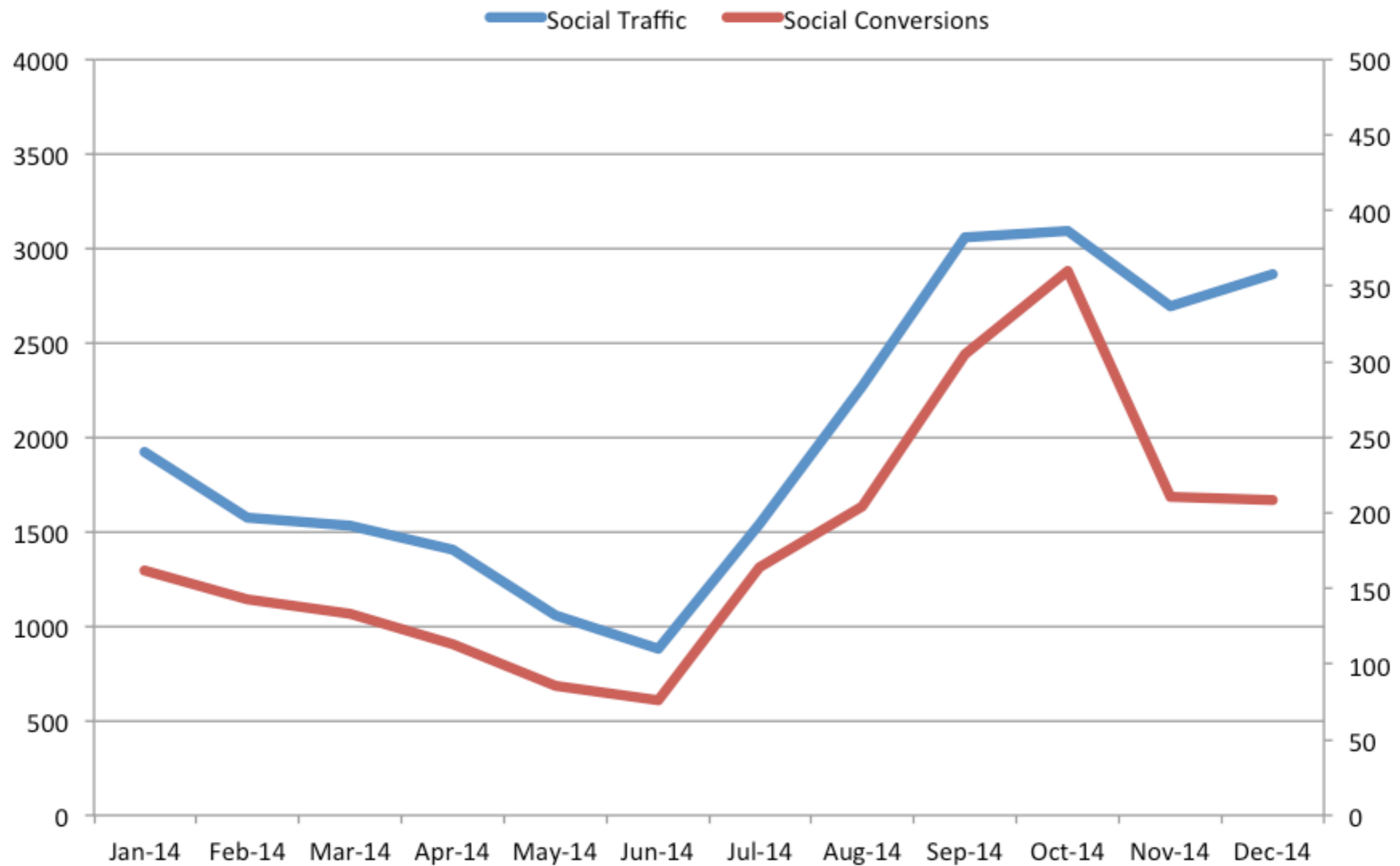
# Track Performance and Adjust

- Overall website traffic and traffic by source
- Overall conversion rates and conversions by source
- Number of downloads for each piece of content
- Total number of keywords generating traffic

# Driving Visibility, Year After Year



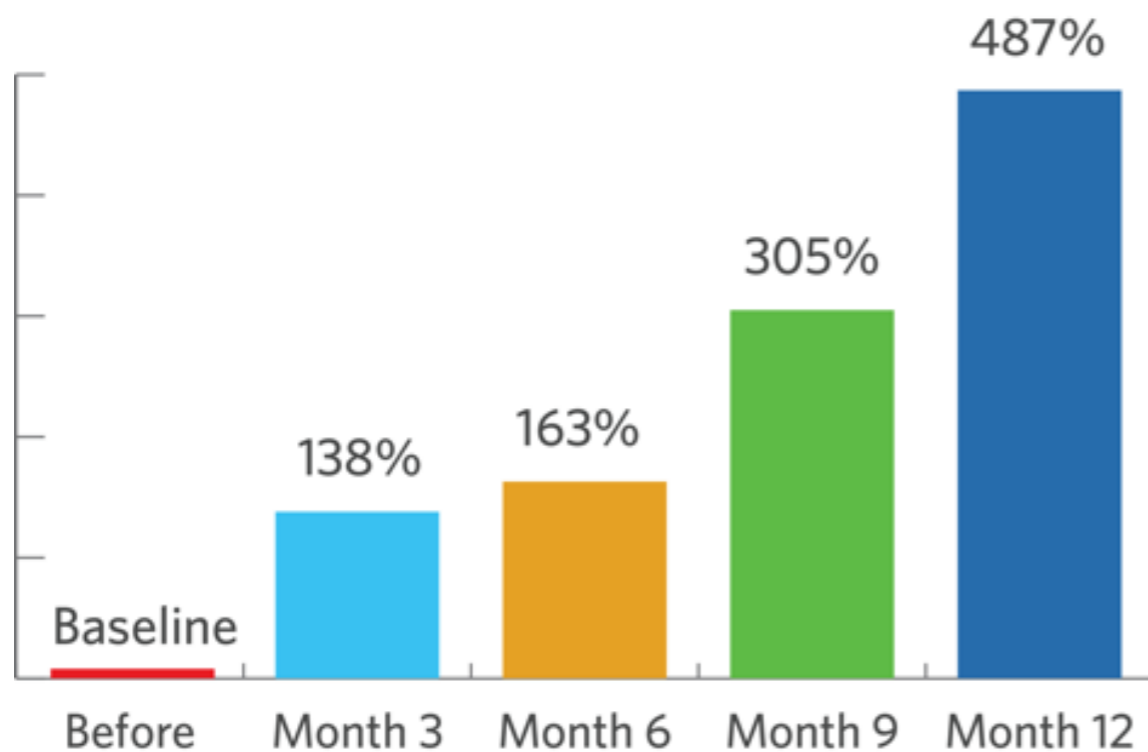
# Attracting Prospects: The Impact of Social Media



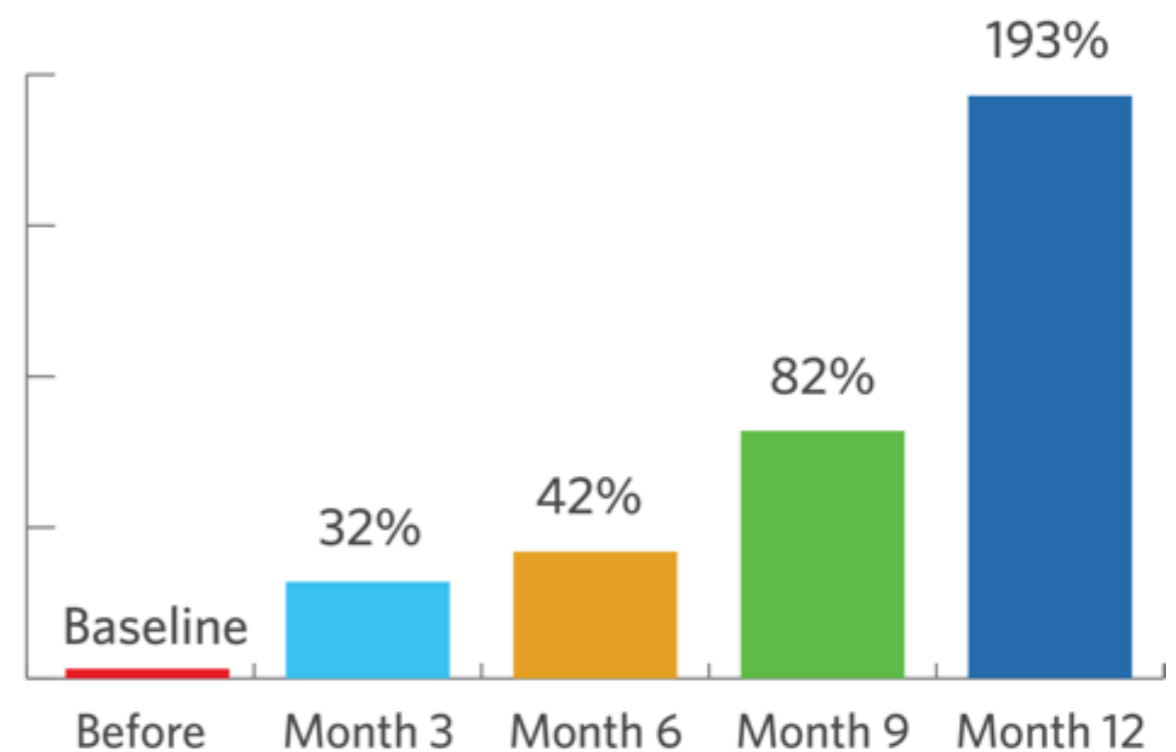


# Results

## Average increase in online leads



## Average client web traffic growth



# Take the First Step

## Free Research Review

We'll discuss:

- Key challenges
- Your current approach
- Strategy alternatives
- Project budgets and timing

Respond to our **follow-up email**

or call **703.391.8870**

## Join our Visible Firm Online Workshop

The workshop will cover:

- Email marketing
- Social media
- Linkbuilding strategies
- Speaking engagements

on Thursday, October 8th at 1 PM EST

Register at:

[www.store.hingemarketing.com](http://www.store.hingemarketing.com)

# Thank you! Questions?

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