



Top 10 Lead Generation Ideas for Professional Services Firms

PRESENTED BY

Lee Frederiksen and
Elizabeth Harr

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Chat Live on Twitter!

Today's Hashtag:



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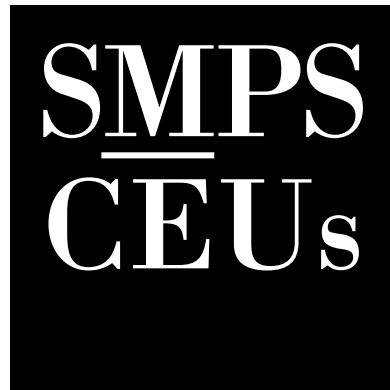
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4. Receive Certificate of Completion after attending webinar
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Today's Presenters



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Agenda

- How Has Lead Generation Changed?
- Top 10 Lead Generation Ideas
- Wrap-Up and Questions



How has lead generation changed?

Traditionally, lead generation has meant cold calling, referrals and networking.



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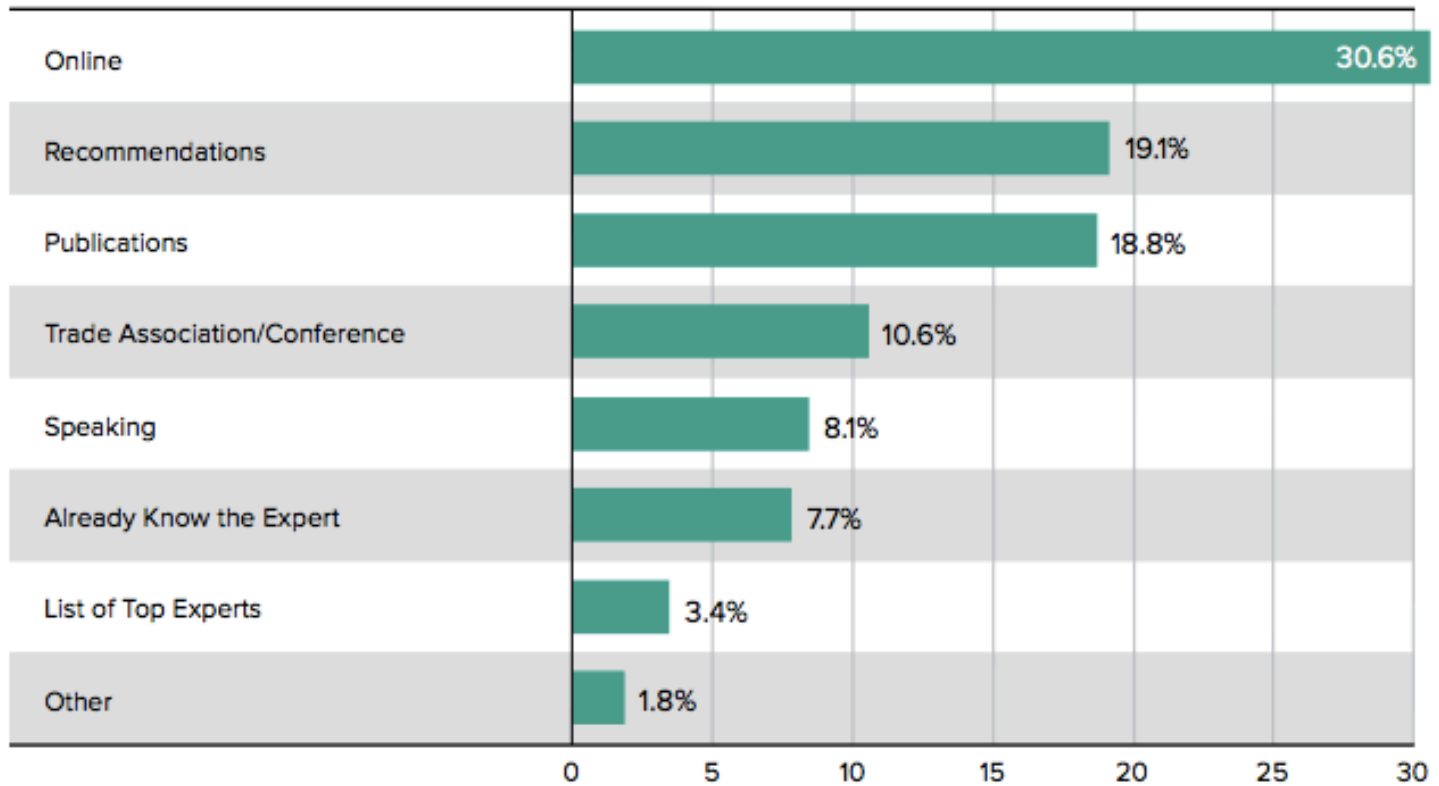
Potential Clients Go Online To:

- Educate themselves
- Find providers
- Check out firms



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How do buyers find professional services firms?

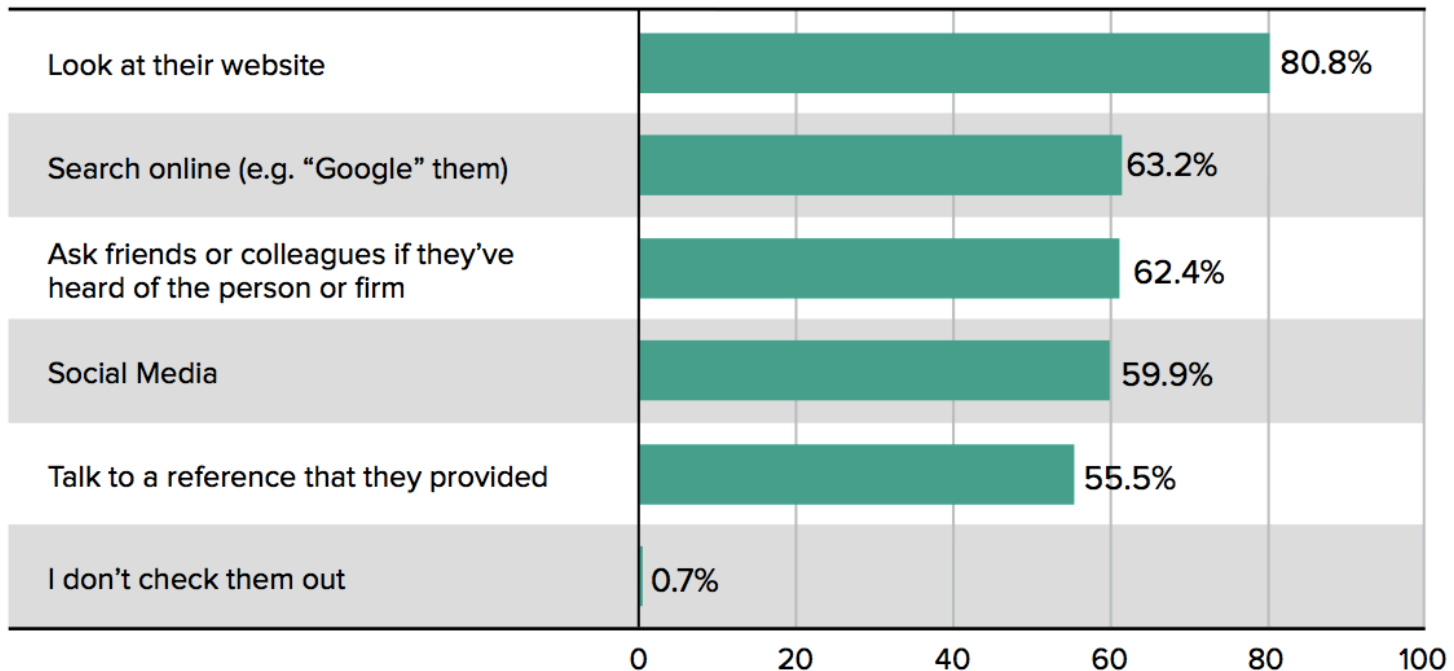




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How do buyers check out professional services firms?

Over 80% of buyers check out your website before buying.

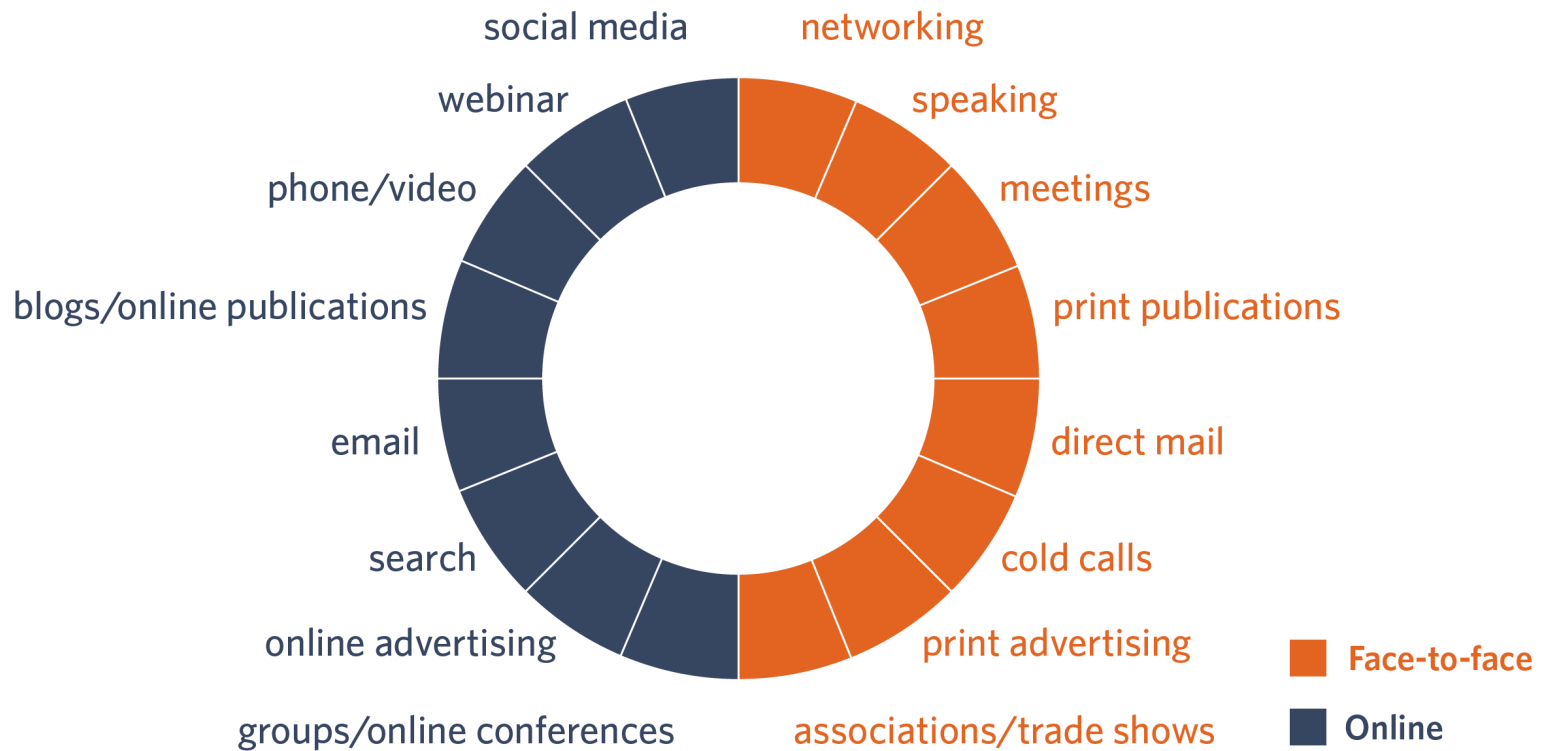


There's a better way to generate leads.



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A 360 Degree Approach





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Firms that generate at least 40%
of their leads online

GROW 4X FASTER



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Firms that generate at least 60%
of their leads online are

2X AS PROFITABLE

Top 10 Lead Generation Ideas to Build Your Brand

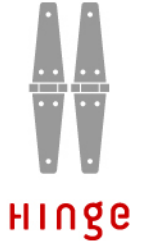


1. Write something really, really useful

- Take an issue that clients or prospects are struggling with, and provide guidelines to understand or solve the problem.
- Do NOT write content that appears self-serving.

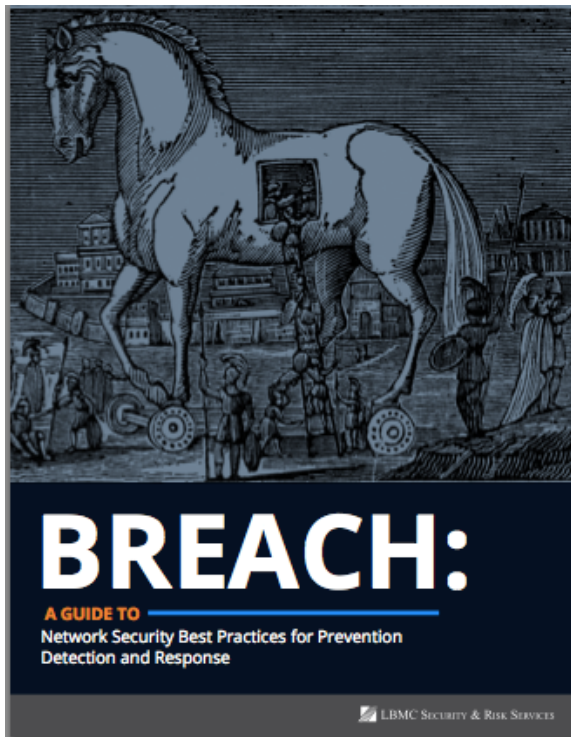


Real World Example: Northwood Construction Remodeling Costs Guide



- Information not typically provided by remodeling firm
- Most useful information to potential clients
- Pre-qualifies leads by educating

Real World Example: LBMC Network Security Guide



- Relevant and timely topic
- Insight on what to do before, during, and after a breach
- Establishes credibility and expertise



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2. Identify individuals who consult with your target audience on higher level issues

- They are often asked their advice on implementing recommendations
- They may not have capabilities to implement themselves, but are in a position to recommend your firm
- Find them. Establish a relationship. Gain their respect



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Examples

- Transaction services  Investment bankers
- HR Consultants  Business strategy
- Executive Recruiters  Private Equity
- Technology  New Product Development



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3. Cultivate Prestigious Partners

Partner with prominent firms or associations to help one another reach your respective business goals and leverage these relationships to generate leads.



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Partnership Opportunities

- Conduct a research project together.
- Host a joint event, either offline or online.
- Produce a premium piece of content together.
- Share content to each other's audiences.
- Start a special educational program.
- Refer prospects when appropriate.





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Real World Example: RAIN Group & Hinge



How Sales and Marketing Work Together to Grow Your Business

Presented by Lee [Frederiksen](#) & John [Doerr](#)

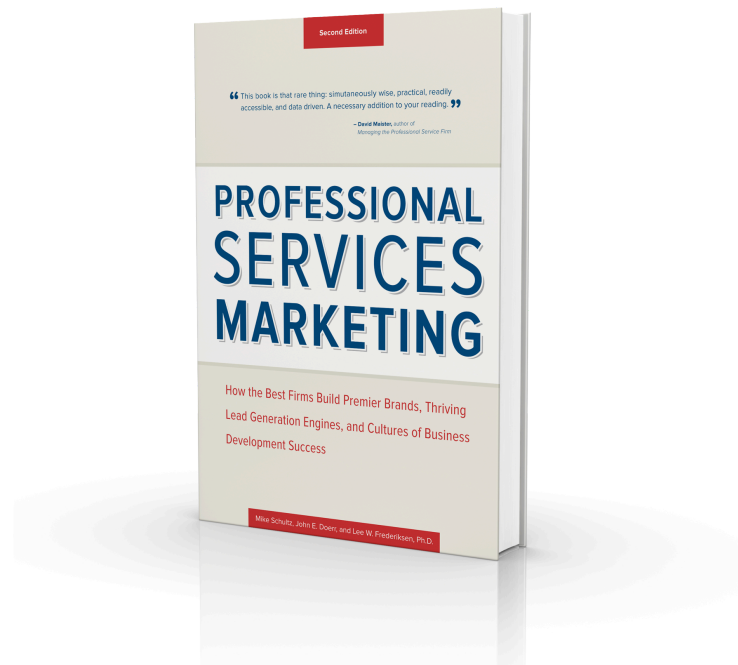


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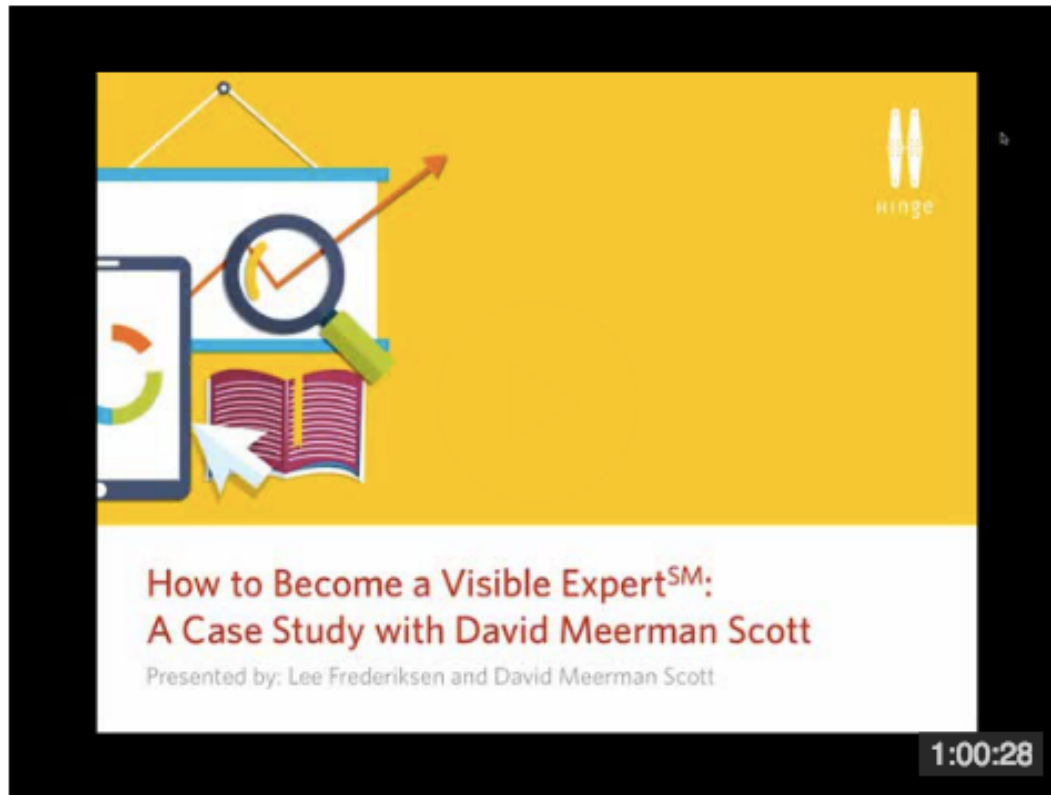
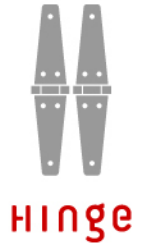
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Real World Example: RAIN Group & Hinge



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Real World Example: Partner Webinar with David Meerman Scott



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4. Conduct a research study

- Conduct a study and make these results widely available
- Position yourself as an expert
- This works well with partnering

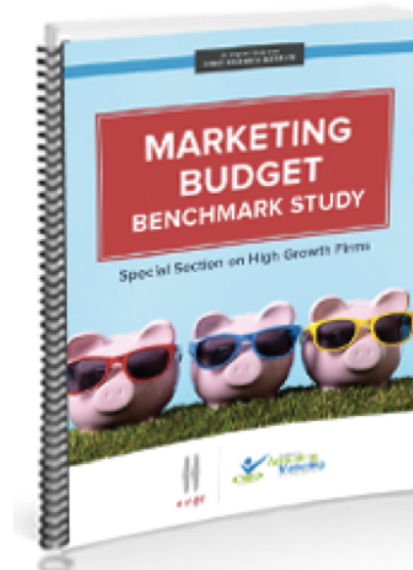


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Real World Example: Marketing Budget Benchmark Study

Hinge partnered with the Association for Accounting Marketing (AAM):

- Marketing budget composition
- Budgeting process
- Recommendations on spending priorities





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5. Offer a free analysis

- Analysis of an opportunity that your services are well suited to address.
- Establish a market relationship with a firm that you can provide benefit to.
- Sample of what you can do.
- Make it a fair trade.



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Real World Example: Hinge Email



Will your marketing make a mark?

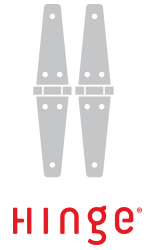
2015 is right around the corner. This fall, Hinge is offering **free marketing assessments**.

Our experts will evaluate your professional services firm's current efforts and provide you with clear, practical strategies to improve your results in the New Year.

[Set up an assessment»](#)

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6. Develop a Visible ExpertSM



A professional who has attained high visibility and reputation for expertise in their industry niche.



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Extend the Reach of your Experts

- Having Visible ExpertsSM in your firm can:
 - Increase your firm's visibility
 - Attract new clients
 - Increase the fees for your services
 - Strengthen your firm's brand
 - Improve talent recruitment efforts



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How to Develop Visible Experts

1. Select the candidates.
2. Assess the candidates.
3. Develop the strategy.
4. Build tools.
5. Develop the skills.
6. Increase visibility of expertise.
7. Track and adjust.



Real World Example: Sylvia Montgomery

Sylvia is currently a Senior Partner at Hinge and leads the AEC vertical.

MANAGEMENT TEAM

Why Choose Hinge?

Meet the Hinges

- Management Team

Lee Frederiksen

Sylvia Montgomery

Aaron Taylor

Candace Frederiksen

+ Account Team

+ Creative Team

+ Marketing Team

Selected Awards

Community Service

Careers

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Sylvia Montgomery, CPSM
SENIOR PARTNER

[t](#) [in](#) [✉](#) [+](#)

A Senior Partner and the head of Hinge's A/E/C practice, Sylvia collects many shoes and wears many hats. When she's not traveling around the country for speaking engagements or client meetings, you will find Sylvia creating marketing and branding strategies for clients, supervising her A/E/C team, developing new business, or working on her personal brand. With a 20-year career spanning visual communications, strategy, and marketing, and over a decade working in the A/E/C sector, Sylvia brings a



▶ Watch an Introduction to Sylvia (1:16)



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Featured Articles in Trade Publications

ARCHITECT

THE MAGAZINE OF THE AMERICAN INSTITUTE OF ARCHITECTS

Marketing

Posted on: June 6, 2012 | From: ARCHITECT June 2012

1 Like 9 6 11 + 26

BEST PRACTICES

Spin the Web

Hinge marketing senior partner Sylvia Montgomery says that architects can build their business by online marketing.

By Ernest Beck



You can find just about anything online. So why don't architects use online marketing for branding and business development? Reliance on more-traditional methods (schmoozing, word of mouth) has until recently trumped social media. But that is changing, according to Sylvia Montgomery, senior partner at Hinge Marketing, a professional services marketing and branding firm in Reston, Va., that caters to architecture, engineering, and construction firms. Montgomery, 45, says that the industry is slowly embracing online marketing. She talked about how to use the Web—from blogs to webinars to Twitter—to broaden your firm's business opportunities.

Take a swing.

"Until a few years ago, many architects would tell me that online marketing 'wasn't for us,' because the usual way to build a design business was by word of mouth and developing relationships"—perhaps at the golf course, Montgomery says. It's

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Speaking Engagements

Public Speaking by Sylvia Montgomery

[Back to Sylvia's Bio](#)



A specialist in the A/E/C industry, Sylvia Montgomery draws on 20 years' experience in business and marketing to help firms achieve growth and position themselves in the marketplace. As Senior Partner and Account Director at Hinge, Sylvia spends her days working with clients and managing the A/E/C team, when she is not speaking at industry events around the country. Sylvia has co-authored two acclaimed books on marketing and business, as well as lecturing as an adjunct professor at several universities and creating numerous articles, white papers, and webinars.

Interested in having Sylvia speak at your next event? Please click the button below and fill out the short information request form below, and we will contact you promptly.

[Book Sylvia](#)

[Download the Press Kit](#)

WHAT ARE OTHERS SAYING?

"Sylvia has inspired our audience to think differently about B2B marketing."

- Ron Worth, Chief Executive Officer, SMPS

"A great speaker all around, Sylvia translates complicated ideas into practical tips—and in a fun way."

- Lee Self, President Owner, Renaissance Executive Forums

"Sylvia knows more about growing A/E/C businesses than anyone I've met."

- Steve Gido, Principal, ROG + Partners



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The Emergence of an Industry Expert

	Before	After
Webinars	0	3 per month
Speaking Engagements	0	14 per year
Books	0	3 published books
Direct leads	0	10 per month



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7. Write a book

- This is the crown jewel of all credibility leaders.
- Being a published author makes it easier to garner speaking engagements.
- Consider giving away an electronic copy as well.



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Real World Example: Spiraling Up

SPIRALING UP

HOW TO CREATE A HIGH GROWTH, HIGH VALUE PROFESSIONAL SERVICES FIRM



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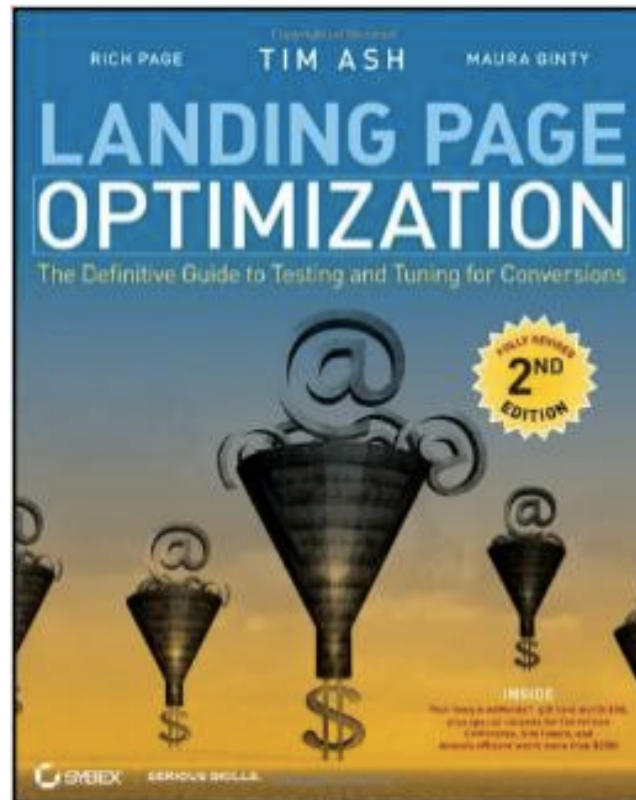
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Real World Example: Landing Page Optimization



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8. Try a personalized letter (or express mail package) to a carefully researched list

- The rise of e-mail means less snail mail
- Focus on your target clients





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Real World Examples

- Thoughtful letter “I came across your firm when I was researching...”
- Send an autographed copy of your book or research to a potential connection
- Sample or a possible report



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9. Shoot a video

- Do a video case study, then email the link to your list
- Open rates and click through rates much higher for video
- Post on YouTube and your firm's website





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Video Best Practices

- Focus on your target audience
- Lead with the story
- Have others to tell the story for you
- Demonstrate impact of your services
- Include a call-to-action





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Real World Example: Cherry Bekaert

Repositioned for Growth



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Real World Example: Quinn Evans Architects



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10. Turn your website into a lead generator

- Content needs a place to live
- Convert casual readers into leads with high quality content
- Nurture early stage leads



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Online Marketing Model

1. Get the Strategy Right
2. Create
3. Promote
4. Nurture & Convert
5. Analyze & Adjust





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Real World Example: Art & Logic Guide Offers in Blog Posts

That means your software solution isn't going to be out of date as soon as you adopt it, reflecting months-old business realities. And the evolutionary capacities of your custom software don't end once you start using Version 1.0 in the field. Once you implement the software in your business process, you and your development partner can continue to iterate as you identify opportunities for improvement, optimization, and innovation.

Better yet, custom field service software development can help drive this process by collecting and analyzing richer data on your processes. By identifying trends, points of weakness, areas of customer need, and other insights, your software can give you the information you need to refine your processes, develop new competitive edges, and transform your marketplace. More than a tool, custom software can be an ongoing engine for your business, helping to guide your business into the future.

FREE GUIDE



The Complete Guide to Custom Field Service Management Applications

Learn how custom field service apps are driving complex business processes for companies of all sizes.

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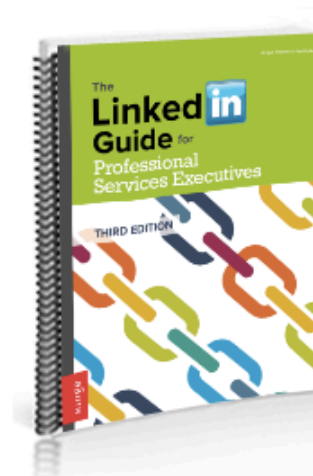
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Real World Example: Hinge LinkedIn Guide

The LinkedIn Guide for Professional Services Executives

You already know that LinkedIn is an important part of your online presence. But you might not know how fast it's growing: as of May 2014, over 300 million professionals belonged to the network. Today, professional services buyers use social media to "check out" providers more often than they consult references.

All this growth means change for LinkedIn, including new features and new opportunities. We've revised our free LinkedIn Guide for Professional Services Executives to help you stay up-to-date, making it easier than ever



LinkedIn Guide for Professional Services Executives
Third Edition

Free Guide

First Name *

Last Name *

Email *

Industry *

Please select one

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Don't Forget Responsive

- The trend towards mobile access means that your firm can't afford to ignore responsive design



Computer



Tablet



Phone



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Free Resources



**Lead Generating
Website Guide**



**Online Marketing for
Professional Services**



The Visible ExpertSM

Available at: www.hingemarketing.com/library

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Free Review of your Lead Generating Program

✓ For webinar registrants only!

> **We'll discuss:**

- Your firm's current lead generating program
- The capabilities of your sales department
- Opportunities to improve your firm's lead generation



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



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Thank you! Questions?

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